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## **Strengthen the Impact of Your Communications at Work**

Attend any meeting, presentation, or training session and PowerPoint slides or handouts with charts and graphs or lists of do's and don'ts will likely greet you. **Truth be told**, how much of this material do you really remember over time? And, does it truly inspire to do your best and take action? Contrast this with hearing a colleague tell a story. I'll bet that a day later, even a week or two later you'd be able to recall the story and its core message. I'll even bet you'll be motivated to **do something different!**

No doubt YOU also have critical information to share with others information they need to hear and put to immediate use. **Can you afford to risk** them not being able to remember it? Can you afford for them not to relay its core message to others? Can you afford for them not to take action on it?

**Did you know** that companies like FedEx, Nike, Disney, 3M, Coca Cola and others have been using stories in the workplace with great success? Hardly anyone does. It's one of the **secret weapons** in their competitive arsenal. With employees having to work longer and harder and produce more than ever, these organizations know without a doubt that stories relay needed information more quickly and make it more memorable and believable. By capturing people's interest, stories foster creativity, enhance problem solving, heighten learning, make jobs and work more meaningful, and strengthen relationships. **Are these results** your organization needs today? How about tomorrow?

*Stories Trainers Tell*, co-written by Lori Silverman, captures **over 70 thought-provoking, ready-to-use stories** that drive home a point on **critical organizational issues** such as leadership, teamwork, performance, influence, and customer service. Always collecting new stories, Silverman is committed to bringing each and every workplace around the world tried and true stories that inspire people to change to try a new behavior, to let go of an old attitude, to embrace the future, and to take action.

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