

“As usual these two future-finders have their fingers on the pulse of what’s happening--and what we need to know about. In every business, in every organization, the seven most important words these days are: ‘But wait! A story goes with it!’ You need to read this book to find out why.” —Alan Webber, Co-founder, Fast Company magazine “A great story sparks our imagination, challenges us to think, and resonates with our collective conscience. Ryan Mathews and Watts Wacker’s story about telling stories does exactly this. It is an essential guidebook for capturing and conveying the essence of corporate identities and enriching brands.” —Paul A. Laudicina, Managing Officer and Chairman of the Board, A.T. Kearney

Storytelling is the universal human activity. Every society, at every stage of history, has told stories—and listened to them intently, passionately. Stories are how people tell each other who they are, where they came from, how they’re unique, what they believe. Stories capture their memories of the past and their hopes for the future. Stories are one more thing, too: They are your most powerful, most underutilized tool for competitive advantage. Whether you know it or not, your business is already telling stories. What’s Your Story? will help you take control of those stories and make them work for you. Legendary business thinkers Ryan Mathews and Watts Wacker reveal how to craft an unforgettable story...create the back story that makes it believable...make sure your story cuts through today’s relentless bombardment of consumer messages...and gets heard, remembered, and acted on.

**THE TEN FUNCTIONS OF STORYTELLING** Discovering what stories can do for your business

**THE ABOLITION OF CONTEXT** Telling stories when the past no longer defines the future

**THE FIVE MOST IMPORTANT STORY THEMES** Leveraging themes your audiences will understand and believe

**APPLIED STORYTELLING 101** Storytelling for your industry, your company, your brand, and you

**MASTERING YOUR STORYTELLER’S TOOLBOX** Making your stories more compelling, more believable, and downright unforgettable

Use Storytelling to Gain Powerful Competitive Advantage in Today’s Increasingly Skeptical Marketplace

Leverage the incredible power of storytelling in marketing, sales, investor relations, recruitment, change management, and more

Indispensable techniques for every CxO, entrepreneur, and marketing, sales, and communications executive

The latest breakthrough book from best-selling futurists Ryan Mathews and Watts Wacker

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