

The Storytellers Secret From Ted Speakers To Business Legends Why Some Ideas Catch On And Others Dont

Discusses methods of storytelling, and encourages the storyteller to think on their feet, by using facial expressions, voice control, timing, hand movements, style, imagery, and other details that enhance a tale-telling session

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

"As technology threatens to displace countless jobs and skills, the ability to communicate is becoming more important than ever. This book is full of examples to help you get better at transporting your thoughts and emotions into the minds of other people." —Adam Grant, New York Times bestselling author of Give and Take, Originals, and Option B with Sheryl Sandberg How to master the art of persuasion—from the bestselling author of Talk Like TED. Ideas don't sell themselves. As the forces of globalization, automation, and artificial intelligence combine to disrupt every field, having a good idea isn't good enough. Mastering the ancient art of persuasion is the key to standing out, getting ahead, and achieving greatness in the modern world. Communication is no longer a "soft" skill—it is the human edge that will make you unstoppable, irresistible, and irreplaceable—earning you that perfect rating, that fifth star. In Five Stars, Carmine Gallo, bestselling author of Talk Like TED, breaks down how to apply Aristotle's formula of persuasion to inspire contemporary audiences. As the nature of work changes, and technology carries things across the globe in a moment, communication skills become more valuable—not less. Gallo interviews neuroscientists, economists, historians, billionaires, and business leaders of companies like Google, Nike, and Airbnb to show first-hand how they use their words to captivate your imagination and ignite your dreams. In the knowledge age—the information economy—you are only as valuable as your ideas. Five Stars is a book to help you bridge the gap between mediocrity and exceptionality, and gain your competitive edge in the age of automation. In Five Stars, you will also learn: -The one skill billionaire Warren Buffett says will raise your value by 50 percent. -Why your job might fall into a category where 75 percent or more of your income relies on your ability to sell your idea. -How Airbnb's founders follow a classic 3-part formula shared by successful Hollywood movies. -Why you should speak in third-grade language to persuade adult listeners. -The one brain hack Steve Jobs, Leonardo da Vinci, and Picasso used to unlock their best ideas.

Based on interviews with some of his closest associates, a portrait of the thirty-fifth president discusses his privileged childhood, military service, struggles with a life-threatening disease, and career in politics.

The Apple Experience: Secrets to Building Insanely Great Customer Loyalty

The Storyteller

The 9 Public-Speaking Secrets of the World's Top Minds

The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

The Influential Mind

The Secret Life of Ted Kaczynski - His 25 Years in Montana

Face to Face

How did an American immigrant without a college education go from Venice Beach T-shirt vendor to television's most successful producer? How did a timid pastor's son surmount a paralysing fear of public speaking to sell out Yankee Stadium, twice? How did the city of Tokyo create a PowerPoint stunning enough to win them the chance to host the Olympics? They told brilliant stories. Whether your goal is to sell, educate, fundraise or entertain, your story is your most valuable asset: 'a strategic tool with irresistible power', according to the New York Times. Stories inspire; they persuade; they galvanize movements and actuate global change. A well-told story hits you like a punch to the gut; it triggers the light-bulb moment, the 'aha' that illuminates the path to innovation. Radical transformation can occur in an instant, with a single sentence; The Storyteller's Secret teaches you how to craft your most powerful delivery ever. In his hugely attended Talk Like TED events, bestselling author and communications guru Carmine Gallo found, again and again, that audiences wanted to discover the keys to telling a powerful story. The Storyteller's Secret unlocks the answer in fifty lessons from visionary leaders - each of whom cites storytelling as a crucial ingredient in success. A good story can spark action and passion; it can revolutionize the way people think and spur them to chase their dreams. Isn't it time you shared yours?

"Every speaker can put these ideas into practice immediately -- and they should!"~ Dr. Richard C. Harris, Certified World Class Speaking Coach "An insightful read"~Dennis Waller, Top 500 Reviewer "Superb communication advice" ~ Larry Nocella MASTER THE ONE THING ALL GREAT TED TALKS HAVE IN COMMON What is the secret to delivering a great TED talk? What is the magic ingredient that makes a TED talk captivating? And more importantly, how can you use those secrets to make your presentations more powerful, dynamic and engaging? To try to answer these questions, I studied over 200 of the best TED talks. I broke each TED talk down in terms of structure, message and delivery. Here's what I discovered. After studying over 200 TED talks, the one commonality among all the great TED talks is that they contain stories. UTILIZE ADVANCED STORYTELLING TECHNIQUES TO INJECT LIFE INTO YOUR PRESENTATIONS Essentially, the best speakers on the TED stage were the ones who had mastered the art of storytelling. They had mastered how to craft and present their stories in a way that allowed them to share their message with the world without seeming like they were lecturing their audience. DISCOVER THE 23 STORYTELLING SECRETS OF THE BEST TED TALKS In this short but powerful guide, you're going to learn how to use stories to make your presentations engaging and entertaining. Using case studies drawn from TED talks by Sir Ken Robinson, Dr. Jill Bolte Taylor, Susan Cain, Leslie Morgan Steiner, Mike Rowe and Malcom Gladwell, you'll learn how to craft stories that keep your audience mesmerized. By the time you've finished reading this storytelling manifesto, you will have picked up twenty-three principles on how to create stories that keep your audiences mesmerized. Whether you are giving a TED talk or a corporate presentation, you will be able to apply the principles you pick up in this guide to make your next talk a roaring success! RAVE REVIEWS FROM READERS "No more boring speeches and presentations"~ Douglas L. Coppock "A crisp and no fluff book" ~ Kam Syed "A great book on storytelling" ~ David Bishop "Excellent book for any speaker" ~ Dean Krosecz

What story would Eve have told about picking the apple? Why is Pandora blamed for opening the box? And what about the fate of Cassandra who was blessed with knowing the future but cursed so that no one believed her? What if women had been the storytellers? Elizabeth Lesser believes that if women's voices had been equally heard and respected throughout history, humankind would have followed different hero myths and guiding stories—stories that value caretaking, champion compassion, and elevate communication over vengeance and violence. Cassandra Speaks is about the stories we tell and how those stories become the culture. It's about the stories we still blindly cling to, and the ones that cling to us: the origin tales, the guiding myths, the religious parables, the literature and films and fairy tales passed down through the centuries about women and men, power and war, sex and love, and the values we live by. Stories written mostly by men with lessons and laws for all of humanity. We have outgrown so many of them, and still they endure. This book is about what happens when women are the storytellers too—when we speak from our authentic voices, when we flex our values, when we become protagonists in the tales we tell about what it means to be human. Lesser has walked two main paths in her life—the spiritual path and the feminist one—paths that sometimes cross but sometimes feel at cross-purposes. Cassandra Speaks is her extraordinary merging of the two. The bestselling author of Broken Open and Marrow, Lesser is a beloved spiritual writer, as well as a leading feminist thinker. In this book she gives equal voice to the cool water of her meditative self and the fire of her feminist self. With her trademark gifts of both humor and insight, she offers a vision that transcends the either/or ideologies on both sides of the gender debate. Brilliantly structured into three distinct parts, Part One explores how history is carried forward through the stories a culture tells and values, and what we can do to balance the scales. Part Two looks at women and power and expands what it means to be courageous, daring, and strong. And Part Three offers “A Toolbox for Inner Strength.” Lesser argues that change in the culture starts with inner change, and that no one—woman or man—is immune to the corrupting influence of power. She provides inner tools to help us be both strong-willed and kind-hearted. Cassandra Speaks is a beautifully balanced synthesis of storytelling, memoir, and cultural observation. Women, men and all people will find themselves in the pages of this book, and will come away strengthened, opened, and ready to work together to create a better world for all people.

Black & White editionThis is the B&W edition of the book. All pictures inside will be in grayscale. “Reading this book changed my presentation style and my slides, both for the better - and I've been a professional speaker for over 30 years.”~ Becki L. James How to Design TED-Worthy Presentation Slides is a short, practical and step-by-step guide to creating sexy slides. It is based on an extensive analysis of some of the best TED speakers, such as Brene Brown, Daniel Pink, Amy Cuddy, Larry Lessig, Seth Godin, Bill Gates and many, many more. LEARN HOW TO BREATHE LIFE INTO YOUR SLIDES, INSTEAD OF DRAINING IT OUT OF YOUR AUDIENCE By the end of this guide, you too will be able to create sexy presentation slides that keep your audiences mesmerized. More importantly, you will be able to design presentations that breathe life into your slides, instead of draining it out of your audience. Here's just a taste of what you'll learn inside the book: •The most common mistake most presenters make - and how you can avoid it •The one principle that will make you better than 90% of most speakers •How to quickly create a presentation storyboard •Bill Gates' trick for transforming his slides from dull to dashing •The Seth Godin presentation formula •The importance of contrast •Locating and using sexy fonts •Spicing up your presentations with video •Displaying data without being dull •Ensuring consistency between slides •How to deliver a great TED talk (or any other speech or presentation) •And much, much more... “A must read...An essential tool for preparing effective, interesting and "sexy" presentations...a must read for any professional who wants to improve his communicational skills.”~ Rosalinda Scalia “The lessons shared in this short book will a go a long way to helping a person give better public presentations. The insights shared by Akash are like golden nuggets in a river full of info!”~ Alan Portugal “I have been teaching workshops at universities and Fortune 500 Campuses up and down the East Coast on building better presentations. Akash hits all the right notes in this book. A must read for anyone wanting to build powerful presentations.”~ David Bishop “Excellent for those who want to really engage their audience. I incorporated many of the principles within and developed a more effective product presentation.”~ Tom Tipps “Right on the mark. Just what I was looking for as a non-designer.”~ Erik J. Zettelmayer “Make a greater impact with your presentations. While reading this book I was mentally reviewing my talks where I use PowerPoint slides. I am now changing some of those slides to make a greater impact on the listeners. These tips are easy to implement and make sense.”~ John C. Erdman “As always we can expect the best from Akash and we are getting more.”~ Payam Bahrampoor “This book gives practical advice. However, it does not stop there. It demonstrates how to use that advice, gives visual examples of what to do and what not to do and explains why. It turns creating a presentation from a dreaded event to one allowing creativity to flow and your passion about your subject matter to emerge on the screen through your slides.”~ Pandora Training and Consulting “I will admit to rarely reviewing books. However, this book was such a step above any others I've read on the art of PowerPoint presentations, I had to give it a five star review.”~ David Schwind

The Storyteller's Secret

Present Visual Stories that Transform Audiences

Improving Your Storytelling

Business Storytelling For Dummies

Nart Sagas from the Caucasus

Presentation Zen

Unabomber

How did an American immigrant without a college education go from Venice Beach t-shirt vendor to television's most successful producer? How did a timid pastor's son surmount a paralysing fear of public speaking to sell out Yankee Stadium, twice? How did the city of Tokyo create a PowerPoint stunning enough to win them the chance to host the Olympics?They told brilliant stories.Whether your goal is to sell, educate, fundraise or entertain, your story is your most valuable asset: 'a strategic tool with irresistible power', according to the New York Times. A well-told story hits you like a punch to the gut; it triggers the light-bulb moment, the 'aha' that illuminates the path to innovation. Radical transformation can occur in an instant, with a single sentence; The Storyteller's Secret teaches you how to craft your most powerful delivery ever. In his hugely attended Talk Like TED events, bestselling author and communications guru Carmine Gallo found, again and again, that audiences wanted to discover the keys to telling a powerful story. The Storyteller's Secret unlocks the answer in fifty lessons from visionary leaders - each of whom cites storytelling as a crucial ingredient in success. A good story can spark action and passion; it can revolutionize the way people think and spur them to chase their dreams. Isn't it time you shared yours?PRAISE FOR CARMINE GALLO“For years I've come to trust Carmine Gallo's sage wisdom on learning to be a better communicator and I've made his book, Talk Like TED, required reading for my staff.” Brigadier General Kenneth E. Todorov, USAF (Ret)“In The Storyteller's Secret, Carmine Gallo not only gives you the tactical steps to sharing your ideas, he also digs into the psychology of storytelling to explain why the stories we tell ourselves are the most important and empowering ones of all.” Amy Purdy Ideas are the currency of the twenty-first century. In order to succeed, you need to be able to sell your ideas persuasively. This ability is the single greatest skill that will help you accomplish your dreams. Many people have a fear of public speaking or are insecure about their ability to give a successful presentation. Now public speaking coach and bestselling author Carmine Gallo explores what makes a great presentation by examining the widely acclaimed TED Talks, which have redefined the elements of a successful presentation and become the gold standard for public speaking. TED ? which stands for technology, entertainment, and design ? brings together the world's leading thinkers. These are the presentations that set the world on fire, and the techniques that top TED speakers use will make any presentation more dynamic, fire up any team, and give anyone the confidence to overcome their fear of public speaking. In his book, Carmine Gallo has broken down hundreds of TED talks and interviewed the most popular TED presenters, as well as the top researchers in the fields of psychology, communications, and neuroscience to reveal the nine secrets of all successful TED presentations. Gallo's step-by-step method makes it possible for anyone to deliver a presentation that is engaging, persuasive, and memorable. Carmine Gallo's top 10 Wall Street Journal Bestseller Talk Like TED will give anyone who is insecure about their public speaking abilities the tools to communicate the ideas that matter most to them, the skill to win over hearts and minds, and the confidence to deliver the talk of their lives. The opinions expressed by Carmine Gallo in TALK LIKE TED are his own. His book is not endorsed, sponsored or authorized by TED Conferences, LLC or its affiliates.

Designed for anyone who wants to develop the skill of telling stories, this volume provides advice on choosing, learning, and presenting stories, as well as discussions on the importance of storytelling through human history and its continued significance today.

"This guide reveals how writers can take advantage of the brain's hard-wired responses to story to captivate their readers' minds through each plot element"--Provided by publisher.

The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence

Myths and Legends from the Circassians, Abazas, Abkhaz, and Ubykhs

Unleash the Power of Storytelling

Jack Kennedy

Speak So Your Audience Will Listen

The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience

Win Hearts, Change Minds, Get Results

Featured on CBS This Morning, Squawk Box, MSNBC, CNN, Bloomberg, Forbes, Fast Company, The New York Times, and more. “Reading Face to Face is like being a fly on the wall, watching Brian Grazer work his magic. Utterly entertaining, this is how you become Hollywood's best producer.” —Malcolm Gladwell, author of Talking to Strangers Legendary Hollywood producer and author of the bestselling A Curious Mind, Brian Grazer is back with a captivating new book about the life-changing ways we can connect with one another. Much of Brian Grazer's success—as a #1 New York Times bestselling author, Academy Award-winning producer, father, and husband—comes from his ability to establish genuine connections with almost anyone. In Face to Face, he takes you around the world and behind the scenes of some of his most iconic movies and television shows, like A Beautiful Mind, Empire, Arrested Development, American Gangster, and 8 Mile, to show just how much in-person encounters have revolutionized his life—and how they have the power to change yours. With his flair for intriguing stories, Grazer reveals what he's learned through interactions with people like Bill Gates, Taraji P. Henson, George W. Bush, Barack Obama, Eminem, Prince, Spike Lee, and the Afghani rapper activist Sonita: that the secret to a bigger life lies in personal connection. In a world where our attention is too often focused downward at our devices, Grazer argues that we are missing an essential piece of the human experience. Only when we are face to face, able to look one another in the eyes, can we form the kinds of connections that expand our world views, deepen our self-awareness, and ultimately lead to our greatest achievements and most meaningful moments. When we lift our eyes to look at the person in front of us, we open the door to infinite possibility.

Gaby LeFevre is a suburban, Midwestern firecracker, growing up in the 80s and 90s and saving the world one homeless person, centenarian, and orphan at a time. With her crew of twin sister, Annie, smitten Mikhail, and frenemy Mel, she's a pamphlet-wielding humanitarian, tackling a broken world full of heroes and heroines, villains and magical seeds, and Northwyth stories. Beginning with a roadkill-burying nine-year-old and a gas-leak explosion, it follows Gaby as she traverses childhood and young adulthood with characteristic intensity and a penchant for disaster. Meanwhile, the large cast of compelling characters entertains and the Northwyth legends draw you into their magic.

As a young urban youth worker, Ted Travis was captivated by a question posed by Christian community development pioneer Dr. John Perkins: "How do we build incentive in inner-city youth, motivating them toward Christ and a life of meaning and purpose?" Over the next 30 years, Ted wrestled with this question as he and his wife Shelly ministered to hundreds of teens in Denver's Five Points neighborhood--an inner-city community facing the daunting challenges of poverty, gangs, crime, and unemployment. Along the way, Ted pressed biblical principles and tried-in-the-trenches strategies into a philosophy of youth leadership development he calls "transformational discipleship." In Building Cathedrals, Ted shares his blueprint for transformational discipleship (as well as accounts of its profound impact on young people) and exhorts today's youth workers to reimagine their ministries and raise up a new generation of visionary urban leaders. This book has been revised and expanded, including the addition of an index.

A "THINK DIFFERENT" APPROACH TO INNOVATION-- Based on the Seven Guiding Principles of Apple CEO Steve Jobs In his acclaimed bestseller The Presentation Secrets of Steve Jobs author Carmine Gallo laid out a simple step-by-step program of powerful tools and proven techniques inspired by Steve Jobs's legendary presentations. Now, he shares the Apple CEO's most famous, most original, and most effective strategies for sparking true creativity--and real innovation--in any workplace. THE INNOVATION SECRETS OF STEVE JOBS Learn how to RETHINK your business, REINVENT your products, and REVITALIZE your vision of success--the Steve Jobs way. When it comes to innovation, Apple CEO Steve Jobs is legendary. His company slogan "Think Different" is more than a marketing tool. It's a way of life--a powerful, positive, game-changing approach to innovation that anyone can apply to any field of endeavor. These are the Seven Principles of Innovation, inspired by the master himself: Do What You Love. Think differently about your career. Put a Dent in the Universe. Think differently about your vision. Kick Start Your Brain. Think differently about how you think. Sell Dreams, Not Products. Think differently about your customers. Say No to 1,000 Things. Think differently about design. Create Insanely Great Experiences. Think differently about your brand experience. Master the Message. Think differently about your story. By following Steve Jobs's visionary example, you'll discover exciting new ways to unlock your creative potential and to foster an environment that encourages innovation and allows it to flourish. You'll learn how to match--and beat--the most powerful competitors, develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times. Bestselling business journalist Carmine Gallo has interviewed hundreds of successful professionals--from CEOs, managers, and entrepreneurs to teachers, consultants, and stay-at-home moms--to get to the core of Steve Jobs's innovative philosophies. These are the simple, meaningful, and attainable principles that drive us all to "Think Different." These are The Innovation Secrets of Steve Jobs. An enhanced ebook is now available with 10 demonstration videos of Jobs' sure-fire innovation secrets. Select the Kindle Edition with Audio/Video from the available formats.

Resonate

Elusive Hero

The Communication Secrets to Get from Good to Great

Beyond the Basics for All who Tell Stories in Work Or Play

The Art of Storytelling

23 Storytelling Techniques from the Best Ted Talks

You've Got 8 Seconds

Praise for THE APPLE EXPERIENCE "There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience." --Guy Kawasaki, author of Enchantment and former chief evangelist of Apple "Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!" --Garr Reynolds, author of Presentation Zen and The Naked Presenter "At its core, this book is not about Apple. It's about delivering the best experience possible." --Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. "An exciting resource for any business owner in any country who wants to reimagine the customer experience." --Loic Le Meur, CEO, LeWeb "Why can't other retail experiences be as great as an Apple store's? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business." --Matthew E. May, author of In Pursuit of Elegance and The Laws of Subtraction "Carmine Gallo gets to the magic of Steve Jobs: Touching people's lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today." --Peter Steinlauf, Chairman, Edmunds.com "This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software." --Dan Roam, author of The Back of the Napkin and Blah Blah Blah Reinvent your business to deliver Apple-like customer satisfaction and profits In The Apple Experience, internationally bestselling author Carmine Gallo details the principles

and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service. Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus: Inspire Your Internal Customer with training, support, and communications that create a "feedback loop" for improving performance at every level Serve Your External Customer with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- Approach, Probe, Present, Listen, End with a fond farewell Set the Stage by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products With The Apple Experience, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience. -

A cutting-edge, research-based inquiry into how we influence those around us and how understanding the brain can help us change minds for the better. In The Influential Mind, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence. We all have a duty to affect others—from the classroom to the boardroom to social media. But how skilled are we at this role, and can we become better? It turns out that many of our instincts—from relying on facts and figures to shape opinions, to insisting others are wrong or attempting to exert control—are ineffective, because they are incompatible with how people's minds operate. Sharot shows us how to avoid these pitfalls, and how an attempt to change beliefs and actions is successful when it is well-matched with the core elements that govern the human brain. Sharot reveals the critical role of emotion in influence, the weakness of data and the power of curiosity. Relying on the latest research in neuroscience, behavioral economics and psychology, the book provides fascinating insight into the complex power of influence, good and bad.

The average attention span today has dropped to 8 seconds (which means you may want to send out detailed bullet points reviewing what was discussed at your last staff meeting). With more distractions today than ever before for the average person, it has become as difficult as it's ever been to get a message across. To get heard in this ADD-filled, phone-addicted culture, one must focus their message, be slightly different, and deliver with finesse.In You've Got 8 Seconds, high-stakes communications expert Paul Hellman uses fast, fun, actionable tips to explain what works and what doesn't, what's forgettable and what sticks, when it comes to getting your message to land. With stories, scripts, and examples of both good and bad messages, the book reveals three main strategies for getting your point across:• FOCUS: Design a strong message--then communicate it in seconds• VARIETY: Make routine information come alive• PRESENCE: Convey confidence and command attentionHellman also shares many practical techniques that have been proven successful, including his very own Focus Method™ that he uses with leadership teams; 10 actions that spell executive presence; and his own unique plan for how to stand out in the first seconds of a presentation. Get their attention. Get understood. Get results!

"Speak so your audience will listen is for anyone who has to deliver a message, tell a story or speak to another human being. Reading this book could change the way you speak to everyone in both your business and your personal life."--Author.

Ted Talks Storytelling

Storytelling Secrets from the Greatest Mind in Western Civilization

Telling Truths Through Telling Stories

Some Secrets Of The Qur'an

Simple Ideas on Presentation Design and Delivery

From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't

The Bezos Blueprint

From the author of Silver Wings, Iron Cross comes a suspenseful and thrilling saga based on the true story of one of World War II's most daring and successful rescue missions. Summer 1944: Yugoslavia is locked in a war within a war. In addition to fighting the German occupation, warring factions battle each other. Hundreds of Allied airmen have been shot down over this volatile region, among them American lieutenant Bill Bogdonavich. Though grateful to the locals who are risking their lives to shelter and protect him from German troops, Bogdonavich dreams of the impossible: escape. With three failed air missions behind him, Lieutenant Drew Carlton is desperate for redemption. From a Texas airbase he volunteers for a secretive and dangerous assignment, codenamed Operation Halyard, that will bring together American special operations officers, airmen, and local guerilla fighters in Yugoslavia's green hills. This daring plan—to evacuate hundreds of stranded airmen while avoiding detection by the Germans—faces overwhelming odds. What follows is one of the greatest stories of World War II heroism, an elaborate rescue that required astonishing courage, sacrifice, and resilience. Red Burning Sky is a riveting and ultimately triumphant military thriller based on true events, all the more remarkable for being so little known—until now.

How did a Venice Beach T-shirt vendor become television's most successful producer? How did an entrepreneur who started in a garage create the most iconic product launches in business history? How did a timid pastor's son overcome a paralyzing fear of public speaking to captivate sold-out crowds at Yankee Stadium, twice? How did a human rights attorney earn TED's longest standing ovation, and how did a Facebook executive launch a movement to encourage millions of women to "lean in"? They told brilliant stories. In The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't, keynote speaker, bestselling author, and communication expert Carmine Gallo reveals the keys to telling powerful stories that inspire, motivate, educate, build brands, launch movements, and change lives. The New York Times has called a well-told story "a strategic tool with irresistible power" - the prof lies in the success stories of 50 icons, leaders, and legends featured in The Storyteller's Secret: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafza; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole Foods, and Pixar. Whether your goal is to educate, fundraise, inspire teams, build an award-winning culture, or to deliver memorable presentations, a story is your most valuable asset and your competitive advantage. In The Storyteller's Secret, Gallo explains why the brain is hardwired to love stories - especially rags-to-riches stories - and how the latest science can help you craft a persuasive narrative that wins hearts and minds. "The art of storytelling can be used to drive change," says billionaire entrepreneur Richard Branson. And since the next decade will see the most change our civilization has ever known, your story will radically transform your business, your life, and the lives of those you touch. Ideas that catch on are wrapped in story. Your story can change the world. Isn't it time you shared yours?

What if you discovered a blueprint that could grow your brand's reputation and loyalty, dramatically reduce customer service issues, produce content and technology, and cement a powerful, lasting relationship between you and your customers? Communities have been a popular topic since the rise of the Internet and social media, but few companies have consistently harnessed their power, driven tangible value, and effectively measured their return on investment (ROI) like Salesforce.com, Star Citizen via Kickstarter, and Red Hat. Companies such as PayPal, Facebook, Bosch, Microsoft, CapitalOne, and Google, have also built communities inside their organizations, which have fostered innovation, broken down silos, and helped their organizations to operate more efficiently and collaboratively. People Powered helps C-suite leaders, founders, marketers, customer advocates, and community leaders gain a competitive advantage by answering the following questions: What is the key value proposition of building a community? What kind of community do we need and how do we build and integrate it into our organization? How do we incentivize and encourage people to get involved, build reliable growth, and keep community members engaged? How do we develop authentic, productive relationships with community members both online and in person? How do we get departmental buy-in, hire effectively, and create consistent, reliable community engagement skills in our organization? What are the strategic and tactical pitfalls and roadblocks we need to avoid? How do we make sure that our community continues to grow with us—and more importantly, how do we make sure that we continue to grow with them? People Powered pulls together over 20 years of pragmatic experience into a clear, simple methodology and blueprint to not just answer these questions, but deliver results. Don't get left behind—become an industry trailblazer and ensure your company's longevity by tapping into the most dynamic force both outside and inside your organization: the people.

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning An Inconvenient Truth Focuses on content development methodologies that are not only fundamental but will move people to action Upends the usual paradigm by making the audience the hero and the presenter the mentor Shows how to use story techniques of conflict and resolution Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate.

When Women Are the Storytellers, the Human Story Changes

Daring Greatly

Presentation Design Principles from the Best TED Talks

Plain Molly

How to Design TED-Worthy Presentation Slides (Black and White Edition)

People Powered

Benevolent

Nothing prepares Jaya, a New York journalist, for the heartbreak of her third miscarriage and the slow unraveling of her marriage in its wake. Desperate to assuage her deep anguish, she decides to go to India to uncover answers to her family's past.

How did an American immigrant without a college education go from Venice Beach T-shirt vendor to television's most successful producer? How did a timid pastor's son surmount a paralyzing fear of public speaking to sell out Yankee Stadium, twice? How did the city of Tokyo create a PowerPoint stunning enough to win them the chance to host the Olympics?They told brilliant stories.Whether your goal is to sell, educate, fundraise or entertain, your story is your most valuable asset: 'a strategic tool with irresistible power', according to the New York Times. Stories inspire; they persuade; they galvanize movements and actuate global change. A well-told story hits you like a punch to the gut; it triggers the light-bulb moment, the 'aha' that illuminates the path to innovation.

Radical transformation can occur in an instant, with a single sentence; The Storyteller's Secret teaches you how to craft your most powerful delivery ever.In his hugely attended Talk Like TED events, bestselling author and communications guru Carmine Gallo found, again and again, that audiences wanted to discover the keys to telling a powerful story. The Storyteller's Secret unlocks the answer in fifty lessons from visionary leaders - each of whom cites storytelling as a crucial ingredient in success. A good story can spark action and passion; it can revolutionize the way people think and spur them to chase their dreams. Isn't it time you shared yours?

The Storyteller's SecretFrom TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don'tSt. Martin's Press

Researcher and thought leader Dr. Brené Brown offers a powerful new vision in Daring Greatly that encourages us to embrace vulnerability and imperfection, to live wholeheartedly and courageously. 'It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; . . . who at best knows in the end the triumph of high achievement, and who at worst, if he fails, at least fails while daring greatly' -Theodore Roosevelt Every time we are introduced to someone new, try to be creative, or start a difficult conversation, we take a risk. We feel uncertain and exposed. We feel vulnerable. Most of us try to fight those feelings - we strive to appear perfect. Challenging everything we think we know about vulnerability, Dr. Brené Brown dispels the widely accepted myth that it's a weakness. She argues that vulnerability is in fact a strength, and when we shut ourselves off from revealing our true selves we grow distanced from the things that bring purpose and meaning to our lives. Daring Greatly is the culmination of 12 years of groundbreaking social research, across the home, relationships, work, and parenting. It is an invitation to be courageous; to show up and let ourselves be seen, even when there are no guarantees. This is vulnerability. This is daring greatly. 'Brilliantly insightful. I can't stop thinking about this book' -Gretchen Rubin Brené Brown, Ph.D., LCSW is a #1 New York Times bestselling author and a research professor at the University of Houston Graduate College of Social Work. Her groundbreaking work was featured on Oprah Winfrey's Super Soul Sunday, NPR, and CNN.

Her TED talk is one of the most watched TED talks of all time. Brené is also the author of The Gifts of Imperfection and I Thought It Was Just Me (but it isn't).

Aristotle's Poetics for Screenwriters

Red Burning Sky

The Art of Human Connection

Talk Like TED

How TED Speakers and Inspirational Leaders Turn Their Passion into Performance

How TED Speakers and Inspirational Leaders Turn Their Passion Into Performance

An astonishing novel about redemption and forgiveness from the "amazingly talented writer" (HuffPost) and #1 New York Times bestselling author Jodi Picoult. Some stories live forever... Sage Singer is a baker. She works through the night, preparing the day 's breads and pastries, trying to escape a reality of loneliness, bad memories, and the shadow of her mother 's death. When Josef Weber, an elderly man in Sage 's grief support group, begins stopping by the bakery, they strike up an unlikely friendship.

Despite their differences, they see in each other the hidden scars that others can 't. Everything changes on the day that Josef confesses a long-buried and shameful secret and asks Sage for an extraordinary favor. If she says yes, she faces not only moral repercussions, but potentially legal ones as well. With the integrity of the closest friend she 's ever had clouded, Sage begins to question the assumptions and expectations she 's made about her life and her family. In this searingly honest novel, Jodi Picoult gracefully explores the lengths to which we will go in order to keep the past from dictating the future.

In this hilarious and highly practical book, author and professional speaker Scott Berkun reveals the techniques behind what great communicators do, and shows how anyone can learn to use them well. For managers and teachers -- and anyone else who talks and expects someone to listen -- Confessions of a Public Speaker provides an insider's perspective on how to effectively present ideas to anyone. It's a unique, entertaining, and instructional romp through the embarrassments and triumphs Scott has experienced over 15 years of speaking to crowds of all sizes. With lively lessons and surprising confessions, you'll get new insights into the art of persuasion -- as well as teaching, learning, and performance -- directly from a master of the trade. Highlights include: Berkun's hard-won and simple philosophy, culled from years of lectures, teaching courses, and hours of appearances on NPR, MSNBC, and CNBC Practical advice, including how to work a tough room, the science of not boring people, how to survive the attack of the butterflies, and what to do when things go wrong The inside scoop on who earns \$30,000 for a one-hour lecture and why The worst -- and funniest -- disaster stories you've ever heard (plus countermeasures you can use) Filled with humorous and illuminating stories of thrilling performances and real-life disasters, Confessions of a Public Speaker is inspirational, devastatingly honest, and a blast to read.

This expert screenwriting guide shows how Aristotle 's timeless principles apply to today 's cinematic storytelling. Long considered the bible for storytellers, Aristotle's Poetics is a fixture of college courses on everything from fiction writing to dramatic theory.

Now award-winning writer/director and Miramax story analyst Michael Tierno demonstrates how Aristotle 's ideas can be an essential resource for screenwriters and anyone interested in studying plot structure. Tierno breaks down the fundamentals of screenwriting, highlighting particular aspects of Aristotle's work. Then, using examples from some of the best movies ever made, he demonstrates how to apply these ancient insights to modern-day screenwriting. This user-friendly guide covers a multitude of topics, from plotting and subplotting to dialogue and dramatic unity. With expertise and jargon-free prose, Tierno makes Aristotle's monumental work accessible to beginners and pros alike in areas such as screenwriting, film theory, fiction, and playwriting.

The Wall Street Journal Bestseller! Updated to include Steve Jobs's iPad and iPad2 launch presentations "The Presentation Secrets of Steve Jobs reveals the operating system behind any great presentation and provides you with a quick-start guide to design your own passionate interfaces with your audiences." --Cliff Atkinson, author of Beyond Bullet Points and The Activist Audience Former Apple CEO Steve Jobs 's wildly popular presentations have set a new global gold standard--and now this step-by-step guide shows you exactly how to use his crowd-pleasing techniques in your own presentations. The Presentation Secrets of Steve Jobs is as close as you'll ever get to having the master presenter himself speak directly in your ear. Communications expert Carmine Gallo has studied and analyzed the very best of Jobs's performances, offering point-by-point examples, tried-and-true techniques, and proven presentation secrets in 18 "scenes," including: Develop a messianic sense of purpose Reveal the Conquering hero Channel your inner Zen Stage your presentation with props Make it look effortless With this revolutionary approach, you 'll be surprised at how easy it is to sell your ideas, share your enthusiasm, and wow your audience the Steve Jobs way.

"No other leader captures an audience like Steve Jobs does and, like no other book, The Presentation Secrets of Steve Jobs captures the formula Steve uses to enthrall audiences." --Rob Enderle, The Enderle Group "Now you can learn from the best there is--both Jobs and Gallo. No matter whether you are a novice presenter or a professional speaker like me, you will read and reread this book with the same enthusiasm that people bring to their iPods." --David Meerman Scott, bestselling author of The New

Rules of Marketing & PR and World Wide Rave

Communication Secrets for a Distracted World

What the Brain Reveals About Our Power to Change Others

Confessions of a Public Speaker

How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead

Five Stars

7 Steps to Confident and Successful Public Speaking

Communication Secrets of the World's Greatest Salesman

Use storytelling to influence people and move them to action Need to get your point across? Get staff on board with change? Foster collaboration? Increase sales? Strengthen employee engagement? Build customer loyalty?

Drive innovation and creativity? Capture best practices? Align people around a goal? Grow your business? Business Storytelling For Dummies can help you do this--and more. Pre-order your copy today through Amazon! Discover: Expert advice with real-world examples Proven case studies, tips, and templates How to get results by capturing, crafting, telling stories, and more

The Nart sagas are to the Caucasus what Greek mythology is to Western civilization. This book presents, for the first time in the West, a wide selection of these fascinating myths preserved among four related peoples whose ancient cultures today survive by a thread. In ninety-two straightforward tales populated by extraordinary characters and exploits, by giants who humble haughty Narts, by horses and sorceresses, Nart Sagas from the Caucasus brings these cultures to life in a powerful epos. In these colorful tales, women, not least the beautiful temptress Satanaya, the mother of all Narts, are not only fertility figures but also pillars of authority and wisdom. In one variation on a recurring theme, a shepherd, overcome with passion on observing Satanaya bathing alone, shoots a "bolt of lust" that strikes a rock--a rock that gives birth to the Achilles-like Sawsuruquo, or Sosuruquo. With steely skin but tender knees, Sawsuruquo is a man the Narts come to love and hate. Despite a tragic history, the Circassians, Abazas, Abkhaz, and Ubykhs have retained the Nart sagas as a living tradition. The memory of their elaborate warrior culture, so richly expressed by these tales, helped them resist Tsarist imperialism in the nineteenth century, Stalinist suppression in the twentieth, and has bolstered their ongoing cultural journey into the post-Soviet future. Because these peoples were at the crossroads of Eurasia for millennia, their myths exhibit striking parallels with the lore of ancient India, classical Greece, and pagan Scandinavia. The Nart sagas may also have formed a crucial component of the Arthurian cycle. Notes after each tale reveal these parallels; an appendix offers extensive linguistic commentary. With this book, no longer will the analysis of ancient Eurasian myth be possible without a close look at the Nart sagas. And no longer will the lover of myth be satisfied without the pleasure of having read them. Excerpts from the Nart sagas ? "The Narts were a tribe of heroes. They were huge, tall people, and their horses were also exuberant Alyps or Durduls. They were wealthy, and they also had a state. That is how the Narts lived their lives. . . ." "The Narts were courageous, energetic, bold, and good-hearted. Thus they lived until God sent down a small swallow. . . ." "The Narts were very cruel to one another. They were envious of one another. They disputed among themselves over who was the most courageous. But most of all they hated Sosuruquo. . . . A rock gave birth to him. He is the son of a rock, illegally born a mere shepherd's son. . . ."

When the Unabomber suspect was arrested at a cabin outside Lincoln, Montana, in 1996 no one was more surprised than his neighbor of 25 years, Chris Waits. Now Waits, whom ABC News described as the 'man who knew him best,' ' has stepped forward with his significant portrait of Kaczynski. He teamed with veteran Montana newsmen Dave Shors to write a riveting story about the secret years in Lincoln. Waits was the only person who could tell this story, which includes a compelling mix of personal observations. Waits shares copies of Kaczynski documents and personal journals obtained from the FBI, most of which have never been published before.

Are you stuck in an unsatisfying job or feel like you're in the wrong profession? An industry that just isn't a fit? Don't just settle but succeed in the right career! Get unstuck and land a new career--one you're genuinely passionate about. Switchers helps you realize that dream. Written by celebrated career coach and psychologist Dr. Dawn Graham, the book provides proven strategies that will get you where you want to go. The first step is to recognize that the usual rules and job search tools won't work for you. Resumes and job boards were designed with traditional applicants in mind. As a career switcher, you have to go beyond the basics, using tactics tailor-made to ensure your candidacy stands out. In Switchers, Dr. Graham reveals how to: Understand the concerns of hiring managers Craft a resume that catches their attention within six seconds Spotlight transferable skills that companies covet Rebrand yourself--aligning your professional identity with your new aspirations Reach decision-makers by recruiting "ambassadors" from within your network Nail interviews by turning tough questions to your advantage Convince skeptical employers to shelve their assumptions and take a chance on you Negotiate a competitive salary and benefits package Packed with psychological insights, practical exercises, and inspiring success stories, Switchers helps you leap over obstacles and into a whole new field. This guide will help you pull off the most daring--and fulfilling--career move of your life!

Switchers

How Communities Can Supercharge Your Business, Brand, and Teams

How Smart Professionals Change Careers - and Seize Success

From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't

Building Cathedrals

Cassandra Speaks

Wired for Story

Internationally bestselling author Carmine Gallo reveals the secrets to telling powerful, inspiring, and game-changing stories that will help you achieve any goal.