

# Forget facts, figures, and PowerPoint slides—well-crafted stories deliver business concepts simply and powerfully.

## Advance Praise for *Lead with a Story*:

“Stories are flight simulators for our brains, and in this book Paul Smith brings you a story for every important challenge you and your team will face at work. If you master these stories, you’ll master your challenges.”

—Chip Heath, coauthor of *Made to Stick: Why Some Ideas Survive and Others Die*

“A compelling book that will help bring alive the power of storytelling to make a meaningful difference in your business or your life.”

—Sara Mathew, Chairman and CEO, Dun & Bradstreet

“As a marketing consultant, I’m constantly looking for great stories that bring clarity to new ideas. *Lead with a Story* is now my go-to source for stories that inspire change across a broad range of business challenges. This is a must-read book for any leader who wants to up their game by leading through inspiration.”

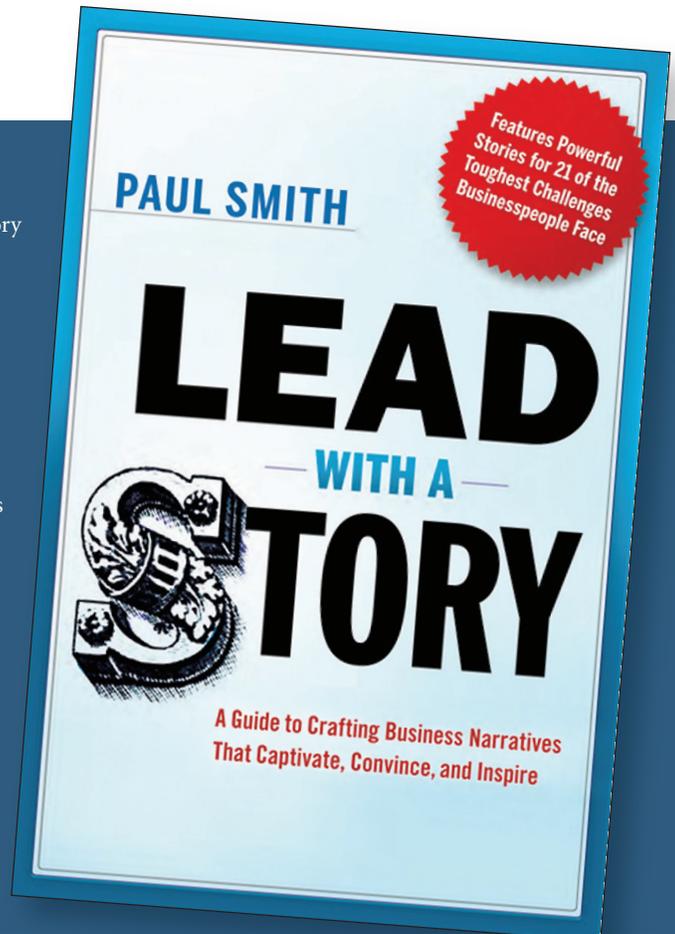
—Andy Murray, Founder, Saatchi & Saatchi-X and Mercury11

“I got your book late yesterday and started reading it after supper. I finished it this morning at 8:15. I couldn’t put it down all night! This book is everything I had hoped it would be . . . and more.”

—Jim Bangel, former Corporate Storyteller, Procter & Gamble

“This book offers the most storytelling success stories I’ve seen between two covers. It is invaluable for any leader who wants to inspire, motivate, or persuade.”

—Annette Simmons, bestselling author of *The Story Factor* and *Whoever Tells the Best Story Wins*



## About the Author:

**Paul Smith** is director of Consumer & Communications Research at The Procter & Gamble Company and a highly rated keynote speaker and trainer on leadership and communication. He lectures regularly for the MBA programs at Xavier University and the University of Cincinnati. Paul can be found online at [www.leadwithastory.com](http://www.leadwithastory.com).

Storytelling may be an age-old tradition, but in today’s corporate world, it’s also been embraced as a uniquely powerful business practice. Top organizations utilize it as a means to communicate vision. Forward-thinking business schools now include storytelling courses in their management curriculum. As a leader or a manager, if you’re not using storytelling as a method to rally your troops and convince others of your ideas, you’re missing out on one of the most powerful tools you have at your disposal.

Packed with over 100 ready-to-use narratives organized by different business challenges, *Lead with a Story* helps you get started . . . even if you think you don’t know the first thing about telling a story. The book shows you how to connect with bosses, employees, customers, and others on a deep and immediate level using the power of story. It includes examples from more than 50 organizations in 30 industries and from 15 countries around the world, including companies like Kellogg’s, Merrill Lynch, Procter & Gamble, Verizon, Dun & Bradstreet, Saatchi & Saatchi, and more.

In *Lead with a Story*, corporate storytelling expert Paul Smith helps you choose a story tailor-made for your own particular need, adapt the ready-made stories, and even craft your own. You’ll learn how to use emotionally driven narrative to:

- Establish a vision for the future
  - Set goals and build commitment
  - Define customer service success and failure
  - Encourage collaboration and build relationships
  - Move people to value diversity and inclusion
  - Energize, inspire, and motivate your team
  - Provide coaching and feedback
  - Demonstrate problem solving
  - Encourage innovation and creativity
- And much more

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