

## Powerful storytelling techniques

Lee, David, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20442059&lokasi=lokal>

---

Abstrak

Contents :

- 3 TYPES OF STORIES AND THEIR USES
- 4 ILLUSTRATION, EXPLANATION, AND IMPACT STORIES AND ANALOGIES
- 7 "THIS IS WHO WE ARE AND WHAT WE'RE PROUD OF" STORIES
- 8 PERSPECTIVE CHANGE STORIES
- 9 "I DIDN'T THINK I COULD DO IT...BUT I DID!" STORIES
- 10 "SO I SAID TO HIM" STORIES
- 13 "FLIGHT SIMULATOR" STORIES
- 14 COOL SCIENTIFIC RESEARCH STORIES
- 16 HOW TO BECOME A "STORY-CATCHER"
- 17 SURPRISE! YOU' RE ALREADY A STORYTELLER...NOW LET'S GET
- 18 INTENTIONAL
- 19 REFERENCES & RESOURCES
- 20 JOB AID: ANALOGY-BUILDING EXERCISES
- 21 JOB AID: CHECKLIST: USING STORIES AND ANALOGIES FOR SPECIFIC PURPOSES