

## The storyteller's secret : how TED speakers and inspirational leaders turn their passion into performance

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### Abstrak

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 revolutionise the way people think and spur them to chase their dreams. Isn't it time you shared yours?