



Let the Story Do the Work: The Art of Storytelling for Business Success

Esther K. Choy

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It sounds so simple: Incorporate a story and people will remember your message. But when you get down to crafting one, there's nothing easy about it.

Material for stories surrounds us. Yet few people are skilled at sharing personal anecdotes and even fewer know how to link them to professional goals. Whether you want to stand out in the interview process, add punch to a presentation, or make a compelling case for a new initiative, *Let the Story Do the Work* shows you how to mine your experience for simple narratives that convey who you are, what you want to achieve, and why others should care.

Packed with enlightening examples, the book explains how to find the perfect hook, structure your story...and deliver it at the right time in the right way. You'll discover how to use stories to:

Capture attention Engage your audience Change minds Inspire action Bring facts and data to life Clarify challenging concepts Pitch persuasively Fundraise effectively And more

Never underestimate the power of a great story. Learn to leverage the elements of storytelling—and turn everyday communications into opportunities to connect, gain buy-in, and build lasting relationships.

Let the Story Do the Work: The Art of Storytelling for Business Success Details

Date : Published July 27th 2017 by AMACOM

ISBN :

Author : Esther K. Choy

Format : Kindle Edition 258 pages

Genre : Business, Nonfiction, Language, Communication



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From Reader Review Let the Story Do the Work: The Art of Storytelling for Business Success for online ebook

Vadiraj says

Nice one

Good structure..narrated with useful templates and examples. Lot of the templates can be reused during real life scenarios. Overall good read

Rhodes Davis says

This is who we are and here are our product facts. zzzz This book helps business people learn present themselves, their company, and products in a way that is memorable and applicable to a variety of audiences. Marketing professionals would certainly benefit, but executives and employees throughout the organization should know how to express how their company and products/services can positively affect customers. Presenting yourself to a potential employer or customer should use elements of setting the hook, painting a vision, and demonstrating value. The story can help the facts stick and bring the numbers to life.

The author presents a logical approach with exercises and examples to demonstrate the use of story in a wide variety of situations: communications within the company, marketing, sales, job application, networking, and more. The book also covers the important area of audience analysis in order to design an appropriate story for the situation.

Lee says

I attended several meetings of the Speaking Society at the University Club of Chicago where I was fortunate enough to meet and learn from Esther Choy. I'm certain that the tools and techniques she presented in those meetings made me not only a better public speaker, but a more interesting conversation partner to boot.

With the release of this book, her experience and wisdom is now available to a wider audience. I would encourage anyone, but especially those in the technical and analytic trades, to read and apply her advice. We are wired for storytelling and storylistening. Never underestimate the power of a compelling story to get your point across.

Craig Amazon says

If you ever doubted that storytelling is an effective method of connecting with others, Esther Choy will likely convert you, at least to a point. At times she goes a bit overboard, simply because she believes that storytelling is just about the ONLY way to communicate. Nowhere is this problem with her book more apparent than the section about how to explain your profession to other people. If I ask you what you do for a living, and you tell me that you "make dreams come true," but I later discover that you are a real estate agent,

I might find you a bit annoying and perhaps even narcissistic. There are times to communicate with stories, especially when presenting complicated topics or a bunch of boring facts and figures. Choy's advice in these situations is spot on. However, it is also valuable to know when, instead of a story, a more straightforward message is needed. Overall, this is a valuable guide to integrating storytelling into business communication.

Amy N. says

Most of the tips offered are pretty obvious. There were a couple of gems hidden in there, though. Quick and easy read.

Eric Tan says

The author did a poor job in writing this book. It lacks structure and plot, which are two key elements discussed throughout the entire book, yet the author failed to address them properly. As I progressed further, the more I read, the more I felt lost and the less I got out of it. It felt as though I was reading an entirely different book for each point that the author made.

It all started out well, in the first chapter, then went down the hill for the rest of it. Ideas got shoved in at random sections, sequences of each point were all jumbled up and there's no coherence in the presentation. It gives an impression the book was more of a diary than a purported business book on communication.

A lot of "real life" examples were being thrown in to illustrate all the points presented in the book. However, there's virtually no connection between them and no further explanation was provided to substantiate each lesson/principle/theory taught.

I could have given at least one more star but I cannot, in my right mind, give anymore merit to badly written books such as this.

Alejandro Cabral says

Complete, easy to read and what's more important to me: real.

If you work in sales, you know how important telling stories is. If you don't work in sales you must still realize that telling stories is just one way of "getting in" and sharing an experience with someone. Out of the few hundred books that are out there on storytelling I would say I have read quite a few but definitely not all. So far this one has been the best I have ever read, and not just because it was well written. It has to do with the fact that every single element that you need to build your own story is well described and made it into an exercise that you can repeat yourself. This book is a very first approach for anyone who is into storytelling. It is also a great book for everyone who has been out there for some time and thinks they know it all. And it's the best book you can read if you have a story and you know it and you just don't know how to tell it.

Kate says

Started and abandoned. This might be useful for someone who is data driven and has no concept of story at all. I am a grant writer and bought this book to help me add some extra umph to my writing. It is HIGHLY basic.

(The flow of the writing is also completely terrible - how can a book about writing be so poorly written?)

Bob Andelman says

TODAY'S GUEST: Esther Choy, author, "Let the Story Do the Work: The Art of Storytelling for Business Success," founder, Leadership Story Lab in Chicago

About a year ago, I heard a talk by Lea Thau, the Peabody Award winning producer and creator of "The Moth Radio Hour." She offered her entrepreneurial audience tips on how to make their business pitches more into enticing tales and less about asking directly for cash.

"The fundamental principles that govern a good story," she said, "whether you're in a boardroom, pitching something, giving a toast at a wedding, or telling a story on 'The Moth' stage, are the same."

I was reminded of her insight while reading a compelling new book by Esther K. Choy titled "Let the Story Do the Work: The Art of Storytelling for Business Success."

In her own way, Choy independently applied the kind of storytelling suggestions I found so useful in Thau's presentation and put them in an easy-to-access book form for business leaders. She breaks it all down, step-by-step, and even diagrams her methods.

If you make any kind of presentations at work, I think you can learn something from Choy and her book.

<https://youtu.be/8QzbDuSJURw>
