

## Stories That Move Mountains Storytelling And Visual Design For Persuasive Presentations

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### Stories That Move Mountains Storytelling

Includes sample Story Maps, templates, practical success stories, and more Learn how to sell your ideas and trigger change in your company with Stories That Move Mountains: Storytelling and Visual Design for Persuasive Presentations.

### Stories that Move Mountains: Storytelling and Visual ...

Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations, by Martin Sykes, A. Nicklas Malik, and Mark D. West, introduces the CAST system for creating visual stories. It's a powerful book about how to improve your presentation skills using storytelling and visuals. Present Ideas the Visual Way

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Authored by three enterprise experts at Microsoft, Stories That Move Mountains, explains to readers how to use a process called CAST (Content, Audience, Story and Tell) to create effective stories and visualisations - known as 'Story Mapping' - and deliver persuasive presentations.

### Wiley: Stories that Move Mountains: Storytelling and ...

Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations Martin Sykes , A. Nicklas Malik , Mark D. West ISBN: 978-1-118-42399-8 October 2012 270 Pages

### Stories that Move Mountains: Storytelling and Visual ...

Stories That Move Mountains is focused on one of the most common reasons for presentations — the need to gain commitment from other people for a change, proposal, or decision.

### STORIES THAT MOVE MOUNTAINS - Martin Sykes

STORIES THAT MOVE MOUNTAINS: Storytelling and Visual Design for Persuasive Presentation - Sykes, Malik & West (2012) I work in management by day wearing variety of hats, but by night I am a fiction writer.

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### Stories that Move Mountains: Storytelling and Visual ...

The Visual Story Map - Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations [Book] The Visual Story Map The diagram below is called a Visual Story Map. We developed the Visual Story Map to illustrate the process for creating a visual story, and to show how the steps of the process relate to one another.

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