

Strategic Storytelling: How To Create Persuasive Business Presentations By Dave McKinsey

By Dave McKinsey

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This seminar and workshop explores the art and science of storytelling, drawing upon the lessons of Aristotle to the techniques of Hollywood screenwriters.

<http://thecreativeorganization.com/storytelling-workshop/>

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<http://www.cvent.com/events/the-strategic-presenter-and-storyteller/event-summary-e45569cd7b7b4fa69149c8723d8c0a3e.aspx>

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I have several issues with Strategic Storytelling by Dave McKinsey, paperback edition 2014. It s an attempt to use three related PowerPoint presentations to

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