



# Story Skills for Managers: Nurturing Motivation with Teams

*Tony Wall, Lisa Rossetti*

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Scientists tell us our brains are wired to live through stories. Stories are not just a natural way to communicate; they are used to boost engagement and well-being. This books offers managers practical tools and guidance on:

- >How stories keep your finger on the pulse of what's going on
- >How to design stories to target motivational needs
- >How to tell high impact stories for optimal effect
- >How to breed stories in an upward spiral of positive cultural effect.

## REVIEWS

*"destined to be a must-have tool for managers"*

Katharine Hansen, PhD, A Storied Career

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