

TELL TO WIN

Connect, Persuade and Triumph with the Hidden Power of Story

PETER GUBER

PETER GUBER is chairman and CEO of Mandalay Entertainment. He has been the producer or executive producer of films which have collectively grossed more than \$3 billion worldwide including *The Color Purple*, *Batman*, *Midnight Express* and *Flashdance*. Peter Guber is a professor at UCLA and is the owner and co-executive chairman of the NBA team the Golden State Warriors. He is also a media and entertainment analyst with Fox Business News. He previously worked as chairman and CEO of Sony Pictures Entertainment, as chairman and CEO of Polygram and as president of Columbia Pictures. Peter Guber is a graduate of the New York University School of Business and Syracuse University.

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MAIN IDEA

Stories

Even today when people are awash in new state-of-the-art presentation technologies and copious amounts of data, the very best way to connect with anyone and influence them is still to tell them an engaging story which appeals to their emotions. To win more people over to your way of thinking, become a great storyteller.

More specifically, get good at crafting and then delivering “purposeful stories” – stories which are created with a specific mission in mind. If you can learn how to prepare and then deliver purposeful stories well, you’ll have no problems persuading others to support what you’re trying to do.

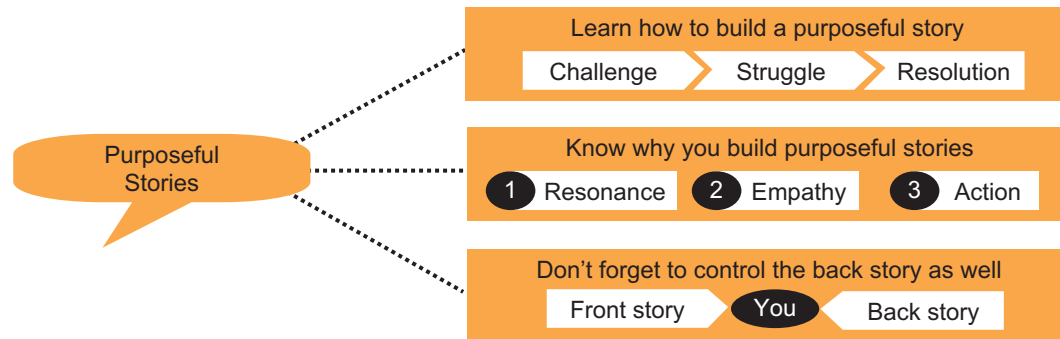
Whether you realize it or not, you’re in the emotional transportation business. To stand out and get noticed, embed your ideas inside memorable stories which engage the emotions,

“For too long the business world has ignored or belittled the power of oral narrative, preferring soulless PowerPoint slides, facts, figures and data. But as the noise level of modern life has become a cacophony, the ability to tell a purposeful story that can truly be heard is increasing in demand. Moreover, in this age of acute economic uncertainty and rapid technological change, it’s not the 0’s and 1’s of the digital revolution, but rather the oohs and aahs of telling to win that offers the best chance of overcoming fear or compelling listeners to act on behalf of a worthy goal. As I look back on my four decades in business, I see that persuading customers, employees, shareholders, media, and partners through telling to win has been my single biggest competitive advantage. Don’t rely on state-of-the-art technologies to connect. It’s the state-of-the-heart technology that’s the game changer when you tell your story in the room, face-to-face.”

– Peter Guber

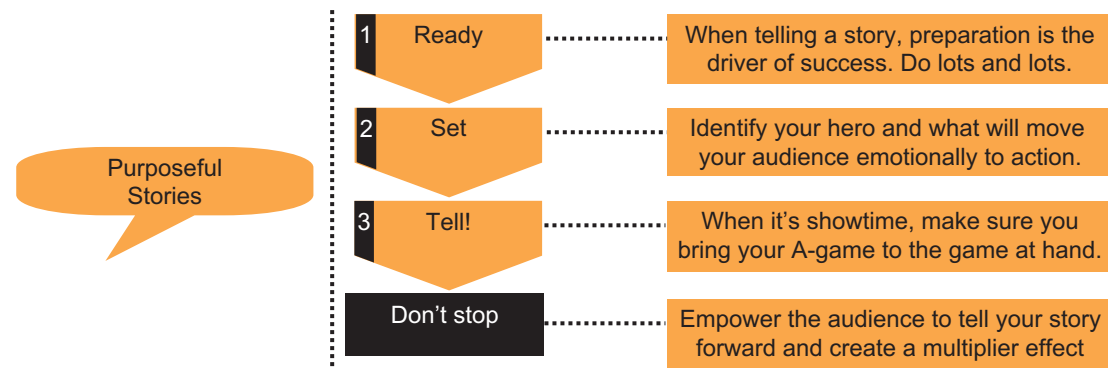
1. Why tell stories? Pages 2 - 4

Data and information are fine in and of themselves but to move people’s hearts, minds and ultimately their wallets, you need to tell stories that appeal to their emotions. Powerful stories work because they reach the listener’s heart as well as their mind. Purposeful story telling is a game changer without equal.



2. The art of telling stories well Pages 5 - 8

Once you understand how to put together engaging and memorable purposeful stories, it’s then time to put them to work. To turn purposeful stories into genuine game changers and success tools, all you have to do is get ready, get set and get telling. Stories which engage the emotions go beyond state-of-the-art technology – they are genuine state-of-the-heart offerings. Tell to win by using memorable stories to maximum effect.



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