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## DTRNH8 - HASSAN HEATH

Creating Signature Stories: Strategic Messaging that Energizes, Persuades and Inspires Morgan James Publishing January 6, 2018

Creating Signature Stories shows organizations how to introduce storytelling into their strategic messaging, and guides organizations to find, or even create, signature stories and leverage them over time. With case studies built into every chapter, organizations will realize the power of storytelling to energize readers, gain visibility, persuade audiences, and inspire action.

Creating Signature Stories : Strategic Messaging That Energizes, Persuades and Inspires by David Aaker Overview - Stories are orders of magnitude which are more effective than facts at achieving attention, persuading, being remembered, and inspiring involvement.

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### Creating Signature Stories: Strategic Messaging That ...

The concept of a signature story - an intriguing, authentic, involving narrative - applies the power of stories to strategic messaging. Communicating the organization's brand vision, values and strategy is a way to create a connection with customers and inspire and guide employees; something that is nearly impossible to do with a set of facts. Learning to create and leverage signature stories has truly become a "must have" management competence.

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Aaker uses that example in his new book, Creating Signature Stories: Strategic Messaging that Energizes, Persuades and Inspires, to show how effective stories can be in creating an organizational culture or managing a brand's image. "It is so difficult today to cut through the clutter and engage a disinterested and skeptical audience," Aaker says.

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### Creating Signature Stories Strategic Messaging

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