



# The Power of Personal Storytelling: Spinning Tales to Connect with Others

By Jack Maguire

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## The Power of Personal Storytelling: Spinning Tales to Connect with Others

By Jack Maguire

You're stuck in an endless, dull conversation. As the speaker drones on, your mind wanders, until you hear the words, "I remember once when I was.." Your ears perk up. You become engrossed. An anecdote unfolds, and suddenly, the speaker is alive and excited and you know just what he means. He has used the age-old technique of storytelling to powerfully get his point across, capturing your attention through a well-told narrative of personal experience that invited you to relate to his message on an intimate level. In **The Power of Personal Storytelling**, professional storyteller Jack Maguire explains how to mine your memories to communicate more effectively, enhance personal and professional relationships, and understand yourself better so that you can better understand others. Step by step, he illustrates how shaping and expressing true stories about our lives and those of the people we've known can:<sup>\*</sup> connect us more vitally with others; <sup>\*</sup> develop our creativity; <sup>\*</sup> strengthen our humor, courage, and confidence; and <sup>\*</sup> render our lives more memorable. Whether you're a teacher or a salesman, a minister or a parent, personal storytelling can help improve the key relationships in your life while investing your memories with more meaning.

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