

PM WORLD BOOK REVIEW



Book Title: **Let the Story do the Work: The Art of Storytelling for Business Success**

Author: **Esther K. Choy**

Publisher: American Management Association

List Price: \$24.95 Format: Hard Cover, 256 pages

Publication Date: 2017 ISBN: 9780814438022

Reviewer: **Edward Raibick, PMP**

Review Date: October 2017

Introduction

The book titled **Let the Story do the Work** introduces the reader to storytelling as a tool to motivate, influence and communicate sometimes complex issues and ideas to the listener.

Overview of Book's Structure

- Chapter 1 introduces the reader to the principle elements of storytelling.
- Chapter 2 covers the five basic plots of business communication.
- Chapter 3 mentors the reader on knowing your target audience and ways to inspire and take action on your message.
- Chapter 4 discusses tools and methods for telling stories with data.
- Chapter 5 addresses communicating complex details and issues.
- Chapter 6 introduces the use of visuals to communicate your message.
- Chapter 7 discusses collecting stories from everywhere for your toolkit.
- Chapter 8 covers using your own story to gain connection and credibility.
- Chapter 9 introduces storytelling as a network tool.
- Chapter 10 discusses using stories to sell the impact of non-profits.
- Chapter 11 reviews a case study in the healthcare industry.

Highlights

The **Let the Story do the Work** book provides documented processes and methods for analyzing, preparing and conveying thoughts and ideas through the use of storytelling. Utilizing the tools in this book can put the story listener at ease and quickly establish “common ground” for future communications. It teaches the reader to know their audience and provides ways to communicate thoughts and ideas in a most effective manner. It also discusses situations where complex issues and ideas can be simplified via storytelling and the use of visuals to enhance the story.

Highlights: What I liked

This book was a quick and easy read, chock full of tools and information that can be quickly utilized by the reader. Its content is not exclusive to just the business world but in all areas of one's life where communication is part of our everyday activities.

The books also discusses the "elevator pitch" scenario where time is of the utmost importance in go-no go decisions, and presents effective methods for success in these situations.

Who might benefit from the Book?

The **Let the Story do the Work** book is a helpful resource for individuals in any level of business. Step-by-step methods are provided to help the user prepare for the target audience. Its methods can be applied to many different situations and its tips, scenarios and solutions could make the difference it one's next opportunity.

Conclusion

Overall I highly recommend this book to anyone seeking to improve communication and idea proposal skills as well as those who find inspiration in motivating and inspiring an audience. Everyone will walk away with a set of tips and tricks to consciously or subconsciously incorporate into their presentations and communications.

For more about this book, go to:

<http://www.amacombooks.org/book.cfm?isbn=9780814438015>

Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@peworldjournal.net.

About the Reviewer



Edward Raibick, PMP

North Texas, USA



Edward Raibick, PMP is a Project Management Consultant with extensive experience software engineering, managerial and IT Project Management. Edward holds a Master's degree in Information Technology with a concentration in Internet and IT security, a Bachelor's degree in Information Technology and an Associate in Specialized Technology degree in Electronics. His career includes over 10 years with the IBM Corporation and over 15 years with Texas Instruments. Edward is a member of the Project Management Institute, Dallas Chapter, having acquired his PMP certification in 2011.

Email address: raibick@sbcglobal.net