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Stories That Move Mountains: Storytelling and Visual ...

Learn how to sell your ideas and trigger change in your company with Stories That Move Mountains: Storytelling and Visual Design for Persuasive Presentations. About the Author. Martin Sykes is a leader in the Enterprise Strategy business at Microsoft Services. The CAST process and Visual Story Map has evolved over 12 years from a personal quest ...

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Learn how to use stories and visuals to make top-notch presentations It's called CAST (Content, Audience, Story, Tell) and it's been a quiet success, until now. Developed over a twelve year period as a presentation method to help Enterprise Architects, it was adopted by Microsoft Enterprise Architecture teams and filtered from IT managers to Sales, and beyond to major organizations ...

Stories that Move Mountains: Storytelling and Visual ...

INTRODUCTION : #1 Stories That Move Mountains Storytelling Publish By R. L. Stine, Stories That Move Mountains Storytelling And Visual stories that move mountains is a guide to doing presentations the microsoft way among others its not a guide to their software but rather an instruction manual on the cast system for visual storytelling which

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STORIES THAT MOVE MOUNTAINS: Storytelling and Visual Design for Persuasive Presentation ▯ Sykes, Malik & West (2012) I work in management by day wearing variety of hats, but by night I am a fiction writer.

Book Review: Stories That Move Mountains: Storytelling and ...

Authored by three enterprise experts at Microsoft, Stories That Move Mountains, explains to readers how to use a process called CAST (Content, Audience, Story and Tell) to create effective stories and visualisations - known as "Story Mapping" ▯ and deliver persuasive presentations.

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STories That Move Mountains:STorytelling & Visual Design ...

Stories That Move Mountains is a guide to doing presentations the Microsoft way (among others). It's not a guide to their software, but rather an instruction manual on the CAST system for visual storytelling which Microsoft uses in-house to overcome 'death by PowerPoint'.

Stories that Move Mountains: Storytelling and Visual ...

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Stories that Move Mountains: Storytelling and Visual ...

Here are some of the key features of Stories that Move Mountains: Visual . The book is very visual with attention to layout and detail. It's meant to keep you engaged. It's the kind of book that you want to hold in ... Reference and guide . The book works both as a fast reference and as a guide. You ...

Book Summary: Stories that Move Mountains

Stories That Move Mountains is focused on one of the most common reasons for presentations – the need to gain commitment from other people for a change, proposal, or decision.

STORIES THAT MOVE MOUNTAINS - Martin Sykes

The Visual Story Map - Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations [Book] The Visual Story Map The diagram below is called a Visual Story Map. We developed the Visual Story Map to illustrate the process for creating a visual story, and to show how the steps of the process relate to one another.

Stories that Move Mountains: Storytelling and Visual ...

Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations Amazon.com Price: \$ 27.32 (as of 15/09/2020 06:00 PST- Details) & FREE Shipping . Product prices and availability are accurate as of the date/time indicated and are subject to change.

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