



Strategic Storytelling: How to Create Persuasive Business Presentations

By Dave McKinsey

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“Strategic Storytelling” is a complete guide to creating persuasive business presentations. Based on intensive study of presentations developed by leading management consulting firms, this step-by-step playbook shows you how to craft stories using proven narrative frameworks, design data-driven slides, and master your verbal and non-verbal delivery.

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About the Author

Dave McKinsey worked in a consulting firm for over sixteen years and is now a writer and business communications trainer with SpeakingSherpa LLC.

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