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The So What Strategy: Introducing classic storylines that answer one of the most uncomfortable question in business (Paperback)

By Davina Stanley, Gerard Castles

Michael Hanrahan Publishing, Australia, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. So what? Where s this going? Why do I need to know this? These are some of the most unnerving questions in business. But how do you make sure it doesn t happen to you? And how do you make sure business audiences actually hear what you have to say? Whether you are an experienced executive or a new business graduate, sooner or later you will need to present your point of view on an important business issue. But how can you take what is often a complex set of ideas and organise them into a clear and compelling argument that your audience - the CEO, the Board, peers - understands straight away? In this practical book, Davina Stanley and Gerard Castles - communication strategists with decades of experience in working with everyone from graduates through to the C-suite - reveal their proven approach. It s all about using storylines to get to the So What fast, and being able to make a case to back it up. You can unlock the So What strategy by taking these five steps, which...



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