

# Lead With A Story: A Guide To Crafting Business Narratives That Captivate, Convince, And Inspire By Paul Smith

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**how to use storytelling as a leadership tool** - - Aug 12, 2012 Paul Smith I recently spoke to Paul and author of Lead with a Story: A Guide to Crafting Business Narratives that Captivate, Convince, and Inspire

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**lead with a story shows how storytelling is a** - Paul Smith, author of the new book, Lead With A Story, is a true believer in telling stories. Several companies, such as Kimberly-Clark, actively teach storytelling

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