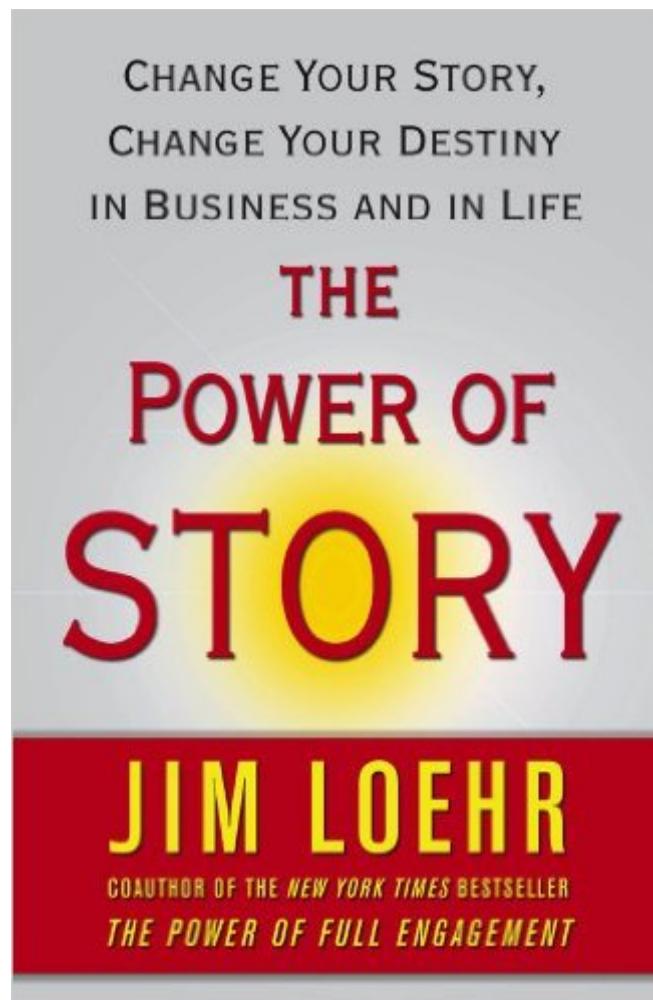


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# The Power Of Story: Change Your Story, Change Your Destiny In Business And In Life



## Synopsis

In his groundbreaking new book, Dr. Jim Loehr, New York Times bestselling coauthor of *The Power of Full Engagement*, examines the way we tell stories about ourselves to ourselves -- and, most important, the way we can change those stories to transform our business and personal lives. "Your story is your life," says Loehr. As human beings, we continually tell ourselves stories -- of success or failure; of power or victimhood; stories that endure for an hour, or a day, or an entire lifetime. We have stories about our work, our families and relationships, our health; about what we want and what we're capable of achieving. Yet, while our stories profoundly affect how others see us and we see ourselves, too few of us even recognize that we're telling stories, or what they are, or that we can change them -- and, in turn, transform our very destinies. Telling ourselves stories provides structure and direction as we navigate life's challenges and opportunities, and helps us interpret our goals and skills. Stories make sense of chaos; they organize our many divergent experiences into a coherent thread; they shape our entire reality. And far too many of our stories, says Loehr, are dysfunctional, in need of serious editing. First, he asks you to answer the question, "In which areas of my life is it clear that I cannot achieve my goals with the story I've got?" He then shows you how to create new, reality-based stories that inspire you to action, and take you where you want to go both in your work and personal life. For decades, at the Human Performance Institute, Loehr has been examining the power of story to increase engagement and productivity, and Fortune 500 companies have paid millions to send employees to his program, in which he applies the principles and methods that he now offers in this book. Global business leaders, world-class athletes, military special forces, and thousands of individuals from every walk of life have sought out and benefited from his life-altering insight and expertise. Our capacity to tell stories is one of our profoundest gifts. Loehr's approach to creating deeply engaging stories will give you the tools to wield the power of storytelling and forever change your business and personal life.

## Book Information

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## Customer Reviews

This is a very thought provoking and life changing book. Jim Loehr first brings us face to face with the stories that we tell ourselves. Your first reaction is that you don't tell yourself stories. But you do. We all do. And often the stories we tell ourselves are crafted to fit our excuses for why we do or don't do things. As long as we are telling ourselves stories that are not based in reality, we will continue to live according to the story line we are telling ourselves. The book is not just about stories, it is actually a step by step manual for finding out your old story, discovering where it is wrong and then developing a new story based around your purpose in life. When most people list their priorities in life, they go something like this: God, family, work and other. But when they really examine their lives, they have made their career the most important thing in their lives. They devote most of their energy to their career and never have enough left for the other things in their lives. They tell themselves one story but live another. There is another very important lesson in the book. We all think that time is our most important asset. As Jim points out, it is not time but the energy we bring to the time we devote to any activity. He gives countless examples of people spending time with family but not fully engaged. The energy is not there. If we are not physically fit, we do not have sufficient energy to accomplish the tasks we set out to do. This is not theory. Jim runs the Human Performance Institute in Orlando, FL and the book is filled with examples from the work he has done with thousands of people. The book is well written, easy to read and a real eye-opener.

Jim Loehr works with professional athletes and "corporate athletes." I met him many years ago at a Merrill Lynch meeting in which he compared what stockbrokers do to athletes. We were "corporate athletes" he said- and even more important- our careers were 40 years, not the ten years of a typical pro athlete. He dazzled the crowd with his inspiring story of Dan Jansen winning gold. Why he is not more well known is a mystery to me. When I heard that a very successful hedge fund manager had a book "The Power of Story" on his reading list, and I saw Jim Loehr as the author, I immediately bought it for my kindle. The book is fast-paced, inspiring, and full of practical tips. He avoids the problem most "self-improvement" books have which is they spend half the book bragging about how much the book was going to change your life. He does none of that - he just gets right

into it. I have summarized my favorite points from the book below, but do yourself a favor and buy this book! A STORY is our creation of reality; indeed, our story matters more than what actually happens. The most important story you will ever tell about yourself is the story you tell to yourself. After all, you're not just the author of your story but also its main character, the hero. Heroes are never ordinary. What label would you give the story of your life, the most important story you will ever tell? To me, that sounds like an epic. More important than the "facts" of any life story is the meaning we attribute to the facts. Good stories hinge on dramatic moments, truth... and turning points. By taking control of your story, you must be ready to rewrite it, rewrite it, and rewrite it. Your new story is your blueprint for the future.

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