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Nota di contenuto	Stories That Move Mountains; Acknowledgements; Table of Contents; About the Authors; Credits; Preface; Chapter 1: The Power of Stories; Visual Stories; Should We Blame the Tools?; Finding the Right Tool for the Job; To Be Effective, You Have to Affect People; Convincing Evidence; Chapter2: CAST and the Visual Story Map; Chapter 3: Using CAST to Tell Stories; Use the Visual Story Map; Learn From Our Experience; Examples of Using CAST; Build Your Own Example; Example 1: Personal Trainer; Example 2: CityUniversity Hospital; Tell the Right Story; Tell the Story Right; Chapter 4: Why The Three Big WhysFocusing First on "Why"; All Motivation is Personal; Techniques for Discovering Whys; Five Whys; Pain Chain; Outcome Mapping; Chapter 5: What; Elements of Change; Brainstorming the Changes; Filter and Focus; Chapter 6: How; Traceability; Finding the "How"; Understanding the Dependencies; Cum hoc ergo propter hoc; Chapter 7: What If; Walking BackwardThrough the Story; Alternative

Scenarios; Final Thoughts on theStory CONTENT; Chapter 8: Who; Finding the Common Ground; Creating a Power Map; Chapter 9: Learning and Decision Styles; Categorizing Your Audience Preferences, Not PrescriptionsLearning Styles; Decision Styles; Chapter 10: Structure; Plot Structure; Nesting and Embedding; Using Reality and Fiction; Hope's Story; Putting All the Parts Together; In a Hurry?; Chapter 11: Character; The Hero and the Villain; Character Associations; Believability; The Cast of Characters; Chapter 12: Sense of Urgency; The Enemies of Change: Complacency and Distraction; COMMON FACTORS CREATING A SENSE OF URGENCY; Success Is a Decision; Success Is a Commitment; Chapter 13: Delivery Plan; Decisions Take Time; Planning for Scale; Hook, Line, and Sinker City University HospitalDelivery Tips; Chapter 14: Design; Intentional Design; Many Formats, One Root; The Infographic; Ideation; COMPOSITION; Content Coding; Writing; Chapter 15: Test; Testing and Rehearsals; Opening, Closing, and Timing; Repetition; Retention; The Six Key Tests; Chapter 16: CAST Example: What a Difference a Day Can Make; Chapter 17: Afterword: Improving Your Visual Storytelling; Practice Makes Perfect; Use Your Tools; References; INDEX

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## Sommario/riassunto

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 around the world. Now, thanks to this unique book from an expert author team that includes two Microsoft presentation experts, you can learn how to use this amazing process to create and make high

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