

## **Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick**

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### **Incredibly Valuable Resource!**

Storytelling has been used to convey history and lessons for centuries. Before newspapers came on the scene, story tellers would travel from village to village telling stories to share the news of what was happening in other communities and the world at large...at least as large as it was back then. One could argue that storytelling has become almost a lost art as our communication mode has shifted more to content, facts, policies and procedures. In the corporate world, leaders and managers—and training professionals—have attempted to communicate without really reaching people “inside,” where messages can resonate with a mental or emotional picture. It’s that inner connection that has the potential of changing behavior and making a difference. To make that connection, communicators need to engage people’s minds and hearts to help them “get” the message.

So here’s a book on the stories trainers tell. Big book, thick. Whew! That’s a lot of fluffy, touchy-feely soft stuff! That first impression will disintegrate as you open this wonderful resource. Sure, there’s a treasure chest of stories, mostly from experienced trainers and professional speakers who use them regularly to build the effectiveness of their work. If this book were merely a collection of all those stories, it would be a helpful reference...sort of a Chicken Soup for the Trainer’s Bookshelf. Fortunately, the authors have a deeper understanding of what communicators need, so they created an incredible tool kit for trainers, speakers, executives, managers, coaches, parents—the list goes on.

Each of the stories is presented with tips on how to use it, questions to enrich the telling, key point options, and follow-up activities. The stories—short, not long—are set apart in the text by the use of helpful shading. So, now we have more value than just a catalog of stories. But, wait! There’s more. The book includes an explanation of different kinds of stories, when and how they can be used, with a cross-reference to the 55 stories. Want even more value? The stories are gathered into chapters that organize the resources for easier access: Appreciating Differences, Communications and Feedback, Customer Service, Influence and Motivation, Leadership, Living Our Values, Performance and Coaching, Problem Solving, Teamwork and Collaboration, and Training Fundamentals.

Are you sensing why I’m enthusiastic about this book? We’re not done! I’ve only told you about what’s in the back of the book! “Stories Trainers Tell” begins with an invaluable section on the why and how of using stories to enhance and enrich communication. Page after page of tips and insight educates and inspires the reader, deepening understanding to raise the level of professionalism and effectiveness in communication.

The CD-ROM? Pop this tool into your computer and enjoy an MP3 format delivery of audio dramatizations of the stories in the book. Readers can now learn as listeners also, and most of the recordings are authorized for replay to audiences. Playing a recording of someone else telling a story, then facilitating the interpretation and application of what was heard offers a new dimension to the richness of communication, thought stimulation, and movement to action.

Then there's the reading list and the index. So much! You'll be captivated with a cover-to-cover read, entranced by the stories yourself. This book will sit prominently on your shelf as a primary resource for years to come. I half-apologize for the long review, but this book deserves the accolades.

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