

THE BENEFITS OF BEING A SKILLED COMMUNICATOR INTERVIEW WITH BESTSELLING AUTHOR AND KEYNOTE SPEAKER CARMINE GALLO.

YOU ARE THE AUTHOR BEHIND SEVERAL BESTSELLING BOOKS ON COMMUNICATION; YOUR LATEST BOOK BEING "FIVE STARS - THE COMMUNICATION SECRETS TO GET FROM GOOD TO GREAT". CAN YOU TELL US A LITTLE BIT ABOUT YOUR BOOK?

I use Five Stars a metaphor for standing out in a sea of average. Globalization experts say that average isn't good enough anymore. Average only guarantees below-average results. Everyone has to find their "extra." I cite a mountain of recent evidence that shows superior communication skills are the 'extra' that professionals cannot do without if they hope to stand out and get ahead.



Five Stars is not a public-speaking book for beginners. It's for people who are already good at what they do and who want to master the skills of persuasion and storytelling to outperform the competition. I'm really proud of the research that went into the book. I learned that great persuaders rise to the top of their fields. I interviewed everyone from NASA astronauts to Navy SEALs, from CEOs to billionaires, and from AI scientists to college grads who win jobs and get promoted faster than perhaps their resumes or background would predict. They've all sharpened their skills of persuasion.

WHY IS THE ABILITY TO COMMUNICATE AND BE PERSUASIVE, AS A LEADER, MORE IMPORTANT TODAY, THAN EVER?

This is the first time in human history when someone who is a little better at expressing an idea can see an enormous gain in wealth and/or influence that is unprecedented in civilization. Across the board, the demand for communication skills is high while the supply of talent is low. People who master the ancient art of persuasion enjoy a considerable advantage. Communicating ideas effectively is the single greatest skill that will help you win a job, raise money, sell products, lead companies, build brands, rally evangelists, and trigger movements... regardless of title, job, field, or language.

IF YOU WERE TO GIVE A LEADER JUST ONE COMMUNICATION TIP, WHAT WOULD THAT BE?

The single best use of your time is to learn storytelling—and get really, really good at it. Machines don't have a heart; storytellers do. Storytelling allows people to feel. There's an emotion behind the words that can convey an idea or movement. While I was doing the research for my book, I met a data analytics expert at Google—one of the most prominent web data experts in the world. His unofficial title at Google is "Chief Storyteller." His job is to lead a team that teaches thousands of Google salespeople to tell the stories behind the data. Storytelling is a powerful way to get Google's customers to think differently. Google isn't alone. The leading companies studying or using artificial intelligence—like SAP, Microsoft, Airbnb, Salesforce, and Apple—play a high value on storytellers. No one just buys a product; they're buying into the story.

Our brain is wired for stories and anecdotes. We think in story, talk in story and prefer information delivered as a story. I've spoken to the world's most prominent neuroscientists who are conducting research in the field and in the lab on the power of story to move hearts and change minds. I've talked to billionaires like Richard Branson and wealthy venture capitalists who believe storytelling drives change. Here's the key. There's a difference between a story, a good story, and a great story, and there's an ancient formula that can be applied, detailed in the third part of the book. No machine, no software, no robot can replicate your ideas. But if you cannot sell your ideas persuasively, it doesn't matter. Storytelling is the single best tool we have to sell our ideas.

Here you can find more information about "Five Stars - The Communication Secrets to Get from Good to Great": <https://www.carminegallos.com/books/five-stars/>

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+47 736 41 77 98 info@move.se