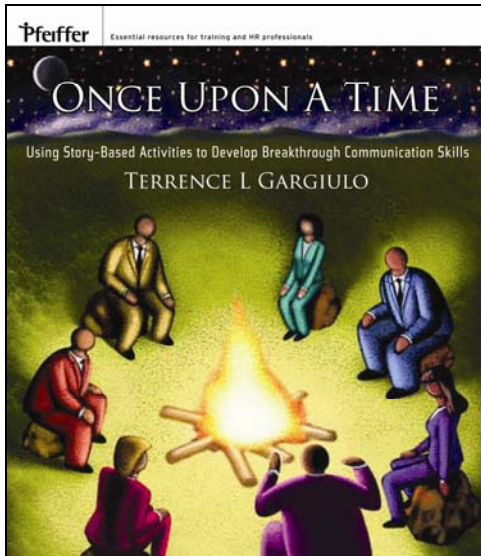


# Once Upon a Time:

## Using Story-Based Activities to Develop Breakthrough Communication Skills

Terrence L. Gargiulo



This exciting new book offers an innovative method for assessing and developing communication skills. Part One of the book not only introduces and describes a new communication skills model developed from research with leaders in Fortune 500 companies, but also introduces a communication skills assessment aligned to the model. The competencies assessed by the instrument represent the nine essential communication behaviors that need to be developed and cultivated in all of today's leaders and managers: Modeling, Telling, Selecting, Indexing, Synthesizing, Reflecting, Eliciting, Listening and Observing.

Part Two of the book provides story-based activities for developing the communication competencies identified by the model. Story-based activities are learner centric and provide many different layers of learning experience, which is difficult to achieve with more formal learning methods. Detailed information is provided for trainers, facilitators, and retreat leaders to run the exercises, and include:

- Goals of the exercise and conditions under which it can be used
- Guidelines on how to facilitate group process and discussion of the exercise
- Suggestions for how to optimize the experience of participants engaged in the exercises
- List of things to look for that typically arise when people do the exercise
- How the activity ties to the competency model
- A story about one or more of the author's experiences facilitating the exercise
- Ideas on ways to vary the exercise

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*Gargiulo has shared a wealth of unique facilitation techniques, approaches, tools, and activities that cannot be found anywhere else. Our large scale customized learning and communication architectures for our clients will be guided by this new and essential resource.*—**DAVID CAREY, President, ROI Training, Inc.**

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**Terrence Gargiulo** is a management consultant, organization development specialist and trainer based in Monterey, California. He leads "story workshops", where participants become more skilled communicators through the use of story-based activities.

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