



New Book Describes a Breakthrough Method of Developing Communication Skills in Your Company

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DUBLIN, Ireland--(BUSINESS WIRE)--July 05, 2007--

Research and Markets (<http://www.researchandmarkets.com/reports/c61587>) has announced the addition of "Once Upon A Time: Using Story-Based Activities to Develop Breakthrough Communication Skills with CD" to their offering.

This exciting new book offers an innovative method for assessing and developing communication skills. Part one introduces and describes a new communication skills model developed from research with leaders in Fortune 500 companies. It also introduces communication skills assessment aligned to the model. The competencies assessed by the instrument represent the nine essential communication behaviours that need to be developed and cultivated in all of today's leaders and managers: Modelling, Telling, Selecting, Indexing, Synthesizing, Reflecting, Eliciting, Listening and Observing.

Part two of the book provides 75 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 authors experiences
facilitating the exercise

-- Ideas on ways to vary the exercise

-- An accompanying CD includes additional activity and support materials not found in the book, as well as ready-to-use PowerPoint slides for introducing each of the story-based

activities.

Terence Gargiulo's breakthrough communications and storytelling are amply demonstrated with dozens of corporate examples. And the best part? Gargiulo shows us, step by step, how to create this storytelling communication magic in our own organizations.

About the Author:

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

For more information visit <http://www.researchandmarkets.com/reports/c61587>

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