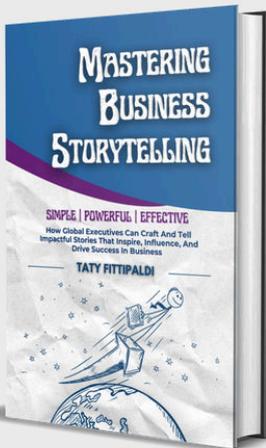




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MASTERING BUSINESS STORYTELLING

Book's
Information Kit



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MASTERING BUSINESS STORYTELLING

SIMPLE | POWERFUL | EFFECTIVE

How Global Executives Can Craft And Tell
Impactful Stories That Inspire, Influence, And
Drive Success In Business

TATY FITTIPALDI



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Book Information

TITLE

Mastering Business Storytelling

SUBTITLE

How Global Executives Can Craft And Tell Impactful Stories That Inspire, Influence, And Drive Success In Business

SERIES NAME

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AUTHOR

Taty Fittipaldi

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- Epub

KEYWORDS

- the power of storytelling,
- business storytelling,
- how to use storytelling in business,
- how to use storytelling in leadership,
- storytelling in communication,
- business communication,
- advanced communication skills,
- storytelling strategies,
- how to use storytelling in communication

TAGLINE DESCRIPTION

Where Business Meets Storytelling—And Your Leadership Becomes a Success Story.

SUPER SHORT DESCRIPTION

Transform the way you lead—one story at a time! Whether you're rallying your team, influencing stakeholders, or building trust with clients, storytelling is your secret weapon. This book breaks down proven frameworks, neuroscience-backed insights, and real-world examples to help you craft compelling narratives that engage, persuade, and inspire action. Your journey starts here!

SHORT DESCRIPTION

Transform the way you lead—one story at a time!

If you've ever struggled to capture your team's attention, influence key stakeholders, or make your message truly resonate, you're not alone. Many executives rely on data and logic, yet they fail to connect emotionally—leading to disengaged teams, uninspired meetings, and decisions that lack momentum.

This book unlocks the power of storytelling as a leadership skill, equipping you with proven frameworks, neuroscience-backed insights, and real-world examples to craft compelling narratives that engage, persuade, and drive action.

Unlike other books that focus solely on storytelling for presentations, *Mastering Business Storytelling* helps you integrate storytelling seamlessly into everyday leadership communication.

Inside, you'll discover:

- ✓ Why storytelling is a leadership superpower.
- ✓ The science behind how stories influence decision-making and engagement.
- ✓ Practical techniques to craft, reframe, and apply storytelling across various executive scenarios.
- ✓ Case studies showcasing storytelling's transformative impact on business.

Packed with actionable strategies and expert insights, this book will help you elevate your leadership, build trust, and inspire those around you.

LONG DESCRIPTION

Transform The Way You Lead – One Story At A Time

Struggling to inspire your team? Feel like your messages don't stick? Many global executives rely on data, logic, and instructions—but fail to connect emotionally. The result? Disengaged teams, uninspired presentations, and decisions that lack momentum.

Now, imagine this: You're standing in front of your team, trying to rally them for a big initiative, but their attention starts to drift. Then, you share a simple, powerful story—and suddenly, all eyes are on you. They're not just listening; they're inspired, engaged, and ready to act.

What if a simple shift like this could unlock doors you never thought possible?

If you want to inspire your team, connect with clients, and leave a lasting impact as a leader, business storytelling can be your superpower. Storytelling isn't just for creatives—it's a powerful leadership tool that every executive can master.

Unlike other books that focus on storytelling frameworks specifically for meetings, this book teaches you how to seamlessly integrate storytelling into leadership communication—transforming everyday interactions into opportunities to inspire, engage, and lead with purpose.

It not only shows you how to craft compelling business stories from scratch but also equips you to:

- ✓ Understand why and how storytelling drives influence in business.
- ✓ Explore the neuroscience and neurophysiology behind storytelling.
- ✓ Uncover the fascinating science behind why storytelling inspires action, enhances memory, and boosts engagement—making it a leadership superpower.
- ✓ Reframe existing stories with a more powerful, constructive outlook.
- ✓ Apply storytelling to executive scenarios—from boardrooms to town halls to informal corridor conversations.
- ✓ Learn from real case studies that showcase storytelling's transformative impact on leadership.
- ✓ Collect and catalog stories for easy use in leadership and business communication.
- ✓ Enjoy a visually engaging, light, and fun reading experience.

Packed with insights from neuroscience, practical strategies, and real-world examples, this book is your ultimate guide to mastering the art of business storytelling. Whether you're presenting to stakeholders, leading multicultural teams, or influencing key decisions, you'll learn how to engage, persuade, and lead like never before.

Plus a Big BONUS: Includes a downloadable companion PDF with extra resources, tools, templates, printable infographics, and links!

Are you ready to elevate your leadership and inspire those around you? Your journey starts here.

BOOK BLURB

Transform The Way You Lead – One Story At A Time

Imagine this: You're standing in front of your team, trying to rally them for a big initiative, but their attention starts to drift. Therefore, you share a simple, powerful story – and suddenly, all eyes are on you. They're not just listening; they're inspired, engaged, and ready to act.

Do you want to inspire your team, connect with clients, and leave a lasting impact as a leader? Storytelling isn't just for creatives – it's a powerful tool for every global executive. It's a skill you can learn, practice, and master!

In this groundbreaking book, you'll discover how to:

- Use proven business storytelling frameworks to captivate any audience.
- Build trust, foster connection, and drive action with compelling narratives.
- Craft and catalog your own stories to become a more confident and effective communicator.

Packed with insights from neuroscience, practical strategies, and inspiring real-world examples, this book is your ultimate guide to mastering the art of business storytelling.

Whether you're presenting to stakeholders, leading multicultural teams, or influencing key decisions, you'll learn how to engage, persuade, and lead like never before.

Are you ready to elevate your leadership and inspire those around you? Your journey starts here.

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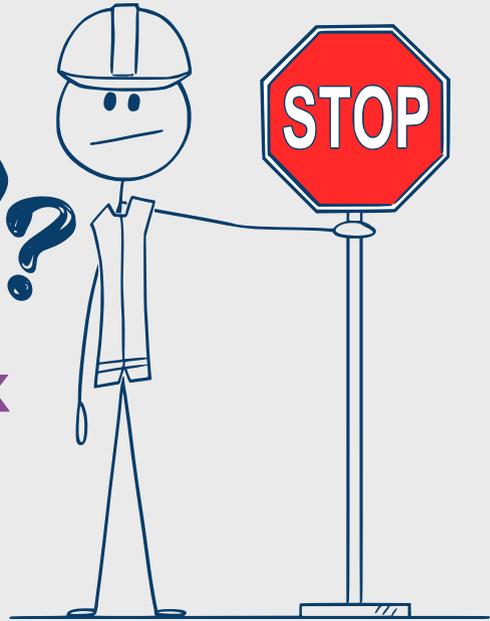
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WHY



**...Is THIS Book
Worth Your
Reading?**



When I was 11 years old, I had an outrageous idea: I wanted to go on a cultural exchange program overseas. Alone.

I knew my father would never go for it. So, I started small. I began telling stories to my grandparents, uncles, and aunts — planting seeds, sharing my dream, explaining why it mattered. One by one, I got them on my side. They, in turn, helped me win over my mother.

But the real miracle came when she convinced my father. I was so wowed by her ability to shift his perspective that I asked her, “How did you manage to do it?”

Her answer stuck with me forever: “The best way to convince someone of something that sounds too challenging is to let them believe it was their idea.”

A few years later, she passed away. I never got the chance to fully unpack that strategy with her — but I’ve never forgotten it.

Now, after decades leading multicultural teams and managing global operations, I've discovered that the most powerful way to plant an idea in someone's mind — to help them connect, believe, and own the idea — is through business storytelling: telling a purposeful story with a clear objective.

That's what this book is about.

It breaks down storytelling into simple, practical frameworks you already know and shows you how to use them to lead, persuade, inspire, and create real results.

You'll learn how to:

- Tell stories that make people **feel your message**
- Influence others by **showing possibilities** — not by pushing agendas
- Communicate in a way that makes your ideas feel like **their ideas as well**

This isn't just a book about storytelling. It's a book about leadership, communication, trust, and how the right story — told the right way — can move people, shift perspectives, and drive success.

I don't know if *storytelling* was exactly how my mom convinced my dad to send an 11-year-old brat across the world on her own...

I'll never know for sure — but it could very well have been. 

Who Is This Book For?

📖 **This book is for global executives who want to craft and tell impactful stories that inspire, influence, and drive success in business.**

It provides clear frameworks to help leaders:

- ✓ Create compelling stories from scratch for presentations, negotiations, and leadership moments.
- ✓ Reframe existing narratives with a more constructive and positive outlook.
- ✓ Collect and catalog stories for quick and strategic use in high-stakes communications.
- ✓ Learn from real-world case studies and personal insights that bring storytelling to life.
- ✓ Enjoy an engaging, visually fun reading experience while mastering business storytelling.

💡 **The transformation?** Leaders who start this book as transactional managers will finish it as transformational, inspiring leaders. This book turns global executives into success stories.

What Makes This Book Unique

This book unlocks the power of storytelling as a leadership skill, equipping you with proven frameworks, neuroscience-backed insights, and real-world examples to craft compelling narratives that engage, persuade, and drive action.

Unlike other books that focus solely on storytelling for meetings and presentations, **Mastering Business Storytelling** teaches you how to seamlessly integrate storytelling into everyday leadership communication — transforming routine conversations into powerful opportunities to inspire, align, and lead with purpose.

And because leadership learning doesn't have to be dry or overly serious, you'll be joined by **Mr. Lines**, a stickman-turned-executive who pops up throughout the book to guide you, highlight key insights, and provide a touch of humor along the way. He's proof that learning can be both impactful and fun.

 **Plus a Big BONUS:** Includes a downloadable companion PDF packed with extra resources, tools, templates, printable infographics, and links!

It not only shows you how to craft compelling business stories from scratch but also equips you to:

- ✓ Understand **why and how storytelling drives influence** in business
- ✓ Explore the **neuroscience and neurophysiology** behind storytelling
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- ✓ Enjoy a **visually engaging**, light, and fun reading experience— with Mr. Lines keeping you company

Packed with insights, strategies, humor, and heart, this book is your ultimate guide to mastering the art of business storytelling.

Whether you’re presenting to stakeholders, leading multicultural teams, or influencing key decisions, you’ll learn how to engage, persuade, and lead like never before.



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RESOURCES



Taty's Business Storytelling Email Mini Course (free)

<https://www.coachingexpatriates.com/business-storytelling-mini-course/>



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