



# The Power of Story: Change Your Story, Change Your Destiny in Business and in Life

*Jim Loehr*

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In his groundbreaking new book, Dr. Jim Loehr, *New York Times* bestselling coauthor of *The Power of Full Engagement*, examines the way we tell stories about ourselves to ourselves -- and, most important, the way we can change those stories to transform our business and personal lives.

"Your story is your life," says Loehr. As human beings, we continually tell ourselves stories -- of success or failure; of power or victimhood; stories that endure for an hour, or a day, or an entire lifetime. We have stories about our work, our families and relationships, our health; about what we want and what we're capable of achieving. Yet, while our stories profoundly affect how others see us and we see ourselves, too few of us even recognize that we're telling stories, or what they are, or that we can change them -- and, in turn, transform our very destinies.

Telling ourselves stories provides structure and direction as we navigate life's challenges and opportunities, and helps us interpret our goals and skills. Stories make sense of chaos; they organize our many divergent experiences into a coherent thread; they shape our entire reality. And far too many of our stories, says Loehr, are dysfunctional, in need of serious editing. First, he asks you to answer the question, "In which areas of my life is it clear that I cannot achieve my goals with the story I've got?" He then shows you how to create new, reality-based stories that inspire you to action, and take you where you want to go both in your work and personal life.

For decades, at the Human Performance Institute, Loehr has been examining the power of story to increase engagement and productivity, and Fortune 500 companies have paid millions to send employees to his program, in which he applies the principles and methods that he now offers in this book. Global business leaders, world-class athletes, military special forces, and thousands of individuals from every walk of life have sought out and benefited from his life-altering insight and expertise.

Our capacity to tell stories is one of our profoundest gifts. Loehr's approach to creating deeply engaging stories will give you the tools to wield the power of storytelling and forever change your business and personal life.

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