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About the Author. Martin
Sykes is a leader in the

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management by day wearing
variety of hats, but by
night I am a fiction writer.

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Authored by three enterprise experts at Microsoft, *Stories That Move Mountains*, explains to readers how to use a process called CAST (Content, Audience, Story and Tell) to create effective stories and visualisations - known as 'Story Mapping' - and deliver persuasive presentations.

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is a guide to doing
presentations the Microsoft
way (among others). It's not
a guide to their software,
but rather an instruction
manual on the CAST system
for visual storytelling
which Microsoft uses in-
house to overcome 'death by
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Book Summary: Stories that Move Mountains

Stories That Move Mountains

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is focused on one of the most common reasons for presentations – the need to gain commitment from other people for a change, proposal, or decision.

STORIES THAT MOVE MOUNTAINS – Martin Sykes

The Visual Story Map –
Stories that Move Mountains:
Storytelling and Visual
Design for Persuasive
Presentations [Book] The
Visual Story Map The diagram
below is called a Visual
Story Map. We developed the
Visual Story Map to
illustrate the process for
creating a visual story, and
to show how the steps of the
process relate to one

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another. **Storytelling And Visual**

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