



Become a member  
Portfolio | Register



Personalize Now!

PRESENTED BY



Search: **Forbes.com** Quotes Video Web Blogs Advanced

INSIDE INVESTOPEDIA.COM  
 Investing 101  
 Stock Simulator  
 Market-Beating Stocks

U.S. EUROPE ASIA HOME PAGE FOR THE WORLD'S BUSINESS LEADERS Free Trial Issue  
 HOME BUSINESS TECH MARKETS ENTREPRENEURS LEADERSHIP PERSONAL FINANCE FORBESLIFE LISTS OPINIONS  
 Video Blogs E-mail Newsletters Org Chart Wiki People Tracker Portfolio Tracker Special Reports Widgets

E-mail | Comments | Request Reprints | E-Mail Newsletters | My Yahoo! | RSS

Business Wire - Press Release

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

07.05.07, 12:04 PM ET



Make Forbes.com My Home Page

Bookmark This Page

Find Free Wi-Fi Hotspots

- Most Popular Stories**
- Facebook Will Take In Over \$100 Million This Year
  - The Top Countries For Cybercrime
  - The World's Top-Earning Models
  - Tech Boom, Media Bust IHOP Bites Into Applebee's

- Popular Videos**
- Nintendo's New Wii Gun, Board
  - 2007 Corvette Convertible Test Drive
  - A Day With A Victoria's Secret Model
  - SportsMoney: Billboards At The Brickyard
  - Most Expensive Celebrity Weddings

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

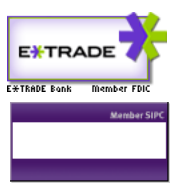
learner centric and provide many different layers of learning experience, which is difficult to achieve with more formal learning methods. Detailed information is provided for trainers, facilitators, and retreat leaders to run the exercises, and include:

- 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:

Trading Center



ForbesAutos.com

Brought to you by the sponsors below



**CEO Attaché**

Are you a C-Suite Executive? Activate your attaché in one click.

**Forbes Attaché**

Personalize Your Own!

Weather	<a href="#">Select Your City</a>	
Sports	<a href="#">Select Your Team</a>	
Watch List	<a href="#">Select Companies</a>	XYZ +5.87
Industry News	<a href="#">Choose Industry</a>	
Authors	<a href="#">Choose Favorites</a>	

ForbesTraveler.com [more >](#)

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>

1 of 1

Small Business

[more >](#)



**The Entrepreneur Library**  
Ten books that no entrepreneur should be without.

Sponsored By

**Article Controls**

[E-mail](#) | [Comments](#) | [Request Reprints](#) | [E-Mail Newsletters](#) | [My Yahoo!](#) | [RSS](#)

**Related Sections**

[Home > News & Analysis](#)

[News Headlines](#) | [More From Forbes.com](#) | [Special Reports](#)

[Subscriptions >](#)

[Subscribe To Newsletters](#)   [Subscriber Customer Service](#)

**CEO Book Club**



**Ring Of Death**  
Michael Maiello  
*Wrestling Babylon* reveals the most sordid tales of the wrestling world.  
[READ REVIEW](#)



**The Sound Of Silence**  
Paul Maidment  
Having trouble managing your business? Maybe you talk too much.  
[READ REVIEW](#)

**Forbes.com** **DIGITAL ENTERTAINMENT**

Dedicated to the Convergence of Computers and Entertainment ... Industry News, Videos, Lists, and More!

**Go Digital >>**

**Forbes.com** Newsletters

Stay Informed!

**FXSol**  
Advantage, Trader.

**Forbes.com** Membership

Join Now >

**FORBES STOCK MARKET COURSE**  
a marvelous gift for both new and experienced investors

**PURCHASE NOW**  
[CLICK HERE](#)

Special Advertising

Wine Club

[SITMAP](#) | [HELP](#) | [CONTACT US](#) | [INVESTMENT NEWSLETTERS](#) | [FORBES CONFERENCES](#) | [FORBES MAGAZINES](#) | [FORBESAUTOS](#)

[Ad Information](#) | [Forbes.com Mobile](#) | [RSS](#) | [Reprints/Permissions](#) | [Subscriber Services](#)  
© 2007 Forbes.com LLC™ All Rights Reserved | [Privacy Statement](#) | [Terms, Conditions and Notices](#)

Tested By: [SPiRENT](#) | Market Data By: [HEMSCOTT](#) | [THOMSON](#) | [quotemedia](#) | [Investopedia](#) | [Polska](#) | [Luxury Cars](#) | [Luxury Travel](#) | [Careers By](#)

[INVESTOPEDIA](#) | [Forbes](#) | [Forbes AUTOS](#) | [Forbes TRAVELER](#) | [Quiet Agent](#)

Stock quotes are delayed at least 15 minutes for Nasdaq, at least 20 minutes for NYSE/AMEX.U.S. indexes are delayed at least 15 minutes with the exception of Nasdaq, Dow Jones Industrial Average and S&P 500 which are 2 minutes delayed.

Powered By [at&t](#) | Oracle DBA by [The PYTHIAN GROUP](#)

Intelligent Content Distribution System | REMOTE DBA Oracle-SQL-MySQL