New Book To Restore Our Storytelling Skills

Tuesday 29 March, 2022

A new book, *The Storytelling Workbook*, argues we lost our ability to tell stories and it's time to restore this lost art form. The author, Anthony Tasgal, previously published *The Storytelling Book* in 2015 which is one of the bestselling titles on the topic.

Being a good and engaging storyteller is an essential technique in both our professional and personal lives – whether you're writing your CV or typing your bio for your Tinder account.

We're all tired of dull presentations, CVs and articles. Tasgal reveals in his comprehensive book how to shake up dull writing and how to avoid the pitfalls of using dense facts. The author draws on his own experience and expertise, and has delivered more than 5,000 presentations. From this book, the reader will learn how to master simplicity, that will empower them to understand how to write less and think more.

The Storytelling Workbook is a unique and focused nine-week program, that will ensure that you will never again deliver a boring presentation, submit a 'dry' and unnoticeable CV or have a lacklustre dating app bio.

Krista Bradley, Senior Market Research Manager, Research and Insight, Microsoft says about the book: "The framework for the workbook (what you will learn, what you will do, what that will lead to) is thoughtful and exciting. Tas has broken down complicated topics in a way that feels attainable for anyone. He also sets up the reader to embrace their personality and bring that into their storytelling."

Anthony Tasgal spent 15 years as an ad agency planner before setting up POV, a strategic brand consultancy. He is a Training Director for the Chartered Institute of Marketing and a Visiting Lecturer at Buckingham, Nottingham Trent and Beijing Normal Universities.

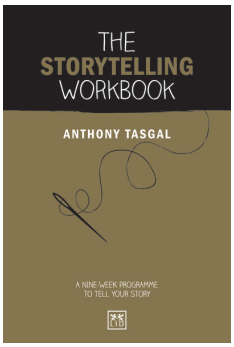
The Storytelling Workbook will be published on 7 April 2022 by LID Publishing, the leading business book publishing house in Europe.

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Notes to editors:

- For all media enquiries, please contact Teya Ucherdzhieva: teya.ucherdzhieva@lidbusinessmedia.com, +44 (0) 7928 666131
- *The Storytelling Workbook* will be published on 7 April 2022 by LID Publishing
- Anthony Tasgal can be found on LinkedIn
- For more information about LID Publishing please visit www.lidpublishing.com

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