



# Strategic Storytelling: How to Create Persuasive Business Presentations

*Dave McKinsey*

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## **Strategic Storytelling: How to Create Persuasive Business Presentations** Dave McKinsey

“Strategic Storytelling” is a complete guide to creating persuasive business presentations. Based on intensive study of presentations developed by leading management consulting firms, this step-by-step playbook shows you how to craft stories using proven narrative frameworks, design data-driven slides, and master your verbal and non-verbal delivery.

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