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business at Microsoft
Services. The CAST
process and Visual
Story Map has evolved
over 12 years from a
personal quest ...

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(Content, Audience, Story, Tell) and it's

been a quiet success,

until now. Developed

over a twelve year

period as a presentation

method to help

Enterprise Architects, it

was adopted by

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Microsoft Enterprise
Architecture teams and
filtered from IT
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INTRODUCTION : #1
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Stories That Move
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And Visual stories that
move mountains is a
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presentations the
microsoft way among
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Malik & West (2012) I
work in management by
day wearing variety of
hats, but by night I am a
fiction writer.**

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Book Review: Stories That Move Mountains: Storytelling and ...

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

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visualisations - known
as 'Story Mapping' –
and deliver persuasive
presentations.

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doing presentations the
Microsoft way (among
others). It's not a guide

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to their software, but rather an instruction manual on the CAST system for visual storytelling which Microsoft uses in-house to overcome 'death by PowerPoint'.

Stories that Move Mountains: Storytelling and Visual

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Start your review of
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Reference and guide .

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The book works both as a fast reference and as a guide. You ...

Book Summary:

Stories that Move Mountains

Stories That Move

Mountains is focused on one of the most common reasons for presentations — the need to gain commitment from other people for a

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change, proposal, or
decision.

Mountains

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**STORIES THAT
MOVE MOUNTAINS**
- Martin Sykes
The Visual Story Map -
Stories that Move
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and Visual Design for
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[Book] The Visual Story
Map The diagram below
is called a Visual Story

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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 another.

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