



# **The Power of Story : Rewrite Your Destiny in Business and in Life**

*Jim Loehr*

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## YOUR STORY IS YOUR LIFE

In *The Power of Story*, the bestselling coauthor of *The Power of Full Engagement* examines the way we tell stories about ourselves to ourselves -- and, most importantly, the way we can change those stories to transform our business and personal lives.

All of us continually tell ourselves stories that profoundly effect how others see us and we see ourselves -- stories of success or failure, power or victimhood; about our work, our relationships, our health; about what we want and what we're capable of achieving. Yet few of us even recognize what our stories are, or that we can transform our very destinies by changing the stories we tell.

For decades, at the Human Performance Institute, Dr. Jim Loehr has been examining the power of story to increase engagement and productivity, and top Fortune 500 companies have paid millions to send employees to his program, in which he applies the principles and methods that he now offers here. Global business leaders, world-class athletes, military special forces, and thousands of individuals from every walk of life have sought out and benefited from his life-altering insight and expertise.

Telling ourselves stories provides structure and direction as we navigate life's challenges and opportunities, and helps us interpret our goals and skills. Loehr's approach to creating deeply engaging stories will give you the tools to wield the power of storytelling and forever change your business and personal life.

## The Power of Story : Rewrite Your Destiny in Business and in Life Details

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# **From Reader Review The Power of Story : Rewrite Your Destiny in Business and in Life for online ebook**

## **Deepak Chaudhary says**

I liked this book but not as much as his other one "The power of full engagement" which was just amazing. but the book was great still it was a bit boring for a bit atleast that is what I thought but it was quite informative and provided an awesome way to look at your own life and evaluate whether at the end of your life you would consider yourself a success " In your own eyes .... according to what your values are". the book explains how in the eyes of others and even your eyes you could be a success but you would not really really be true and thus it give you the tools and knowledge you need evaluate and break whatever direction you are currently going in life. The question on whether I would recommend this book? The answer is yes, the knowledge you get from Jim Lohrs books is priceless I have only read 2 of his books so far but I am going to be picking up his other ones.

But

But

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## **Teresa says**

I didn't "devour" this book - I found the material repetitive & the writing style not very interesting. Maybe I didn't need 200+ pages to drive home the point that what you tell yourself & others about YOU is very much tied to our success and failure. I was glad for the reminder that how we see ourselves - our "story" - is self-fulfilling but I didn't need chapters of explanations or examples to assist me in identifying ways I might be hard-coding my own story. The CDs were better - more interesting to hear personal anecdotes than read in my opinion...

Funny thing is that I thought book was about something else - i.e. how to use storytelling as a vehicle for sales or team motivation. I'm STILL looking for a decent book on that topic!!

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## **Steve Bivans says**

Why does our world seem so negative? Why do we struggle so hard to achieve our dreams only to see them disappear? Jim Loehr's book goes right to the heart of the matter, or the mind of the matter would probably be more accurate. According to Loehr it is our internal stories that hold us back. Our stories are flawed, filled with negative, false images of ourselves and those around us. In order to reach our true destiny in life, we must first articulate those negative stories and then rewrite them. Loehr walks you through the process step

by step.

If you're tired of your negative story and you're ready to tackle it head on, this is the book for you. It helped me to rewrite mine. It's not a 'quick fix' but it's definitely the path to a more productive and happy life.

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### **Manu says**

A very in-depth research into the concept of a "story" by Loehr. This book is totally focused on an individual's life story rather than on the art of storytelling (like in other books on story). I felt that this book is more about self evaluation to understand one's purpose in life, how to be totally true about it and what should be done in towards realization of that true purpose. The idea is to do soul searching on 3 parameters: purpose of life, truth and what actions are needed to realize that purpose.

The book is full of excerpts from very successful people (who by the way have taken Loehr's in-person classes on this subject) who talk about how they are being only 1 dimensional (basically work focused) and are missing out on family & health life primarily and how bad they feel about it because if they were to tell the story of their lives, it will be sad at the best. The book then helps to re-write the story of the life in terms of what one would like it to be and what changes one has to make in order to make that new life story come true.

While reading the book, many a times I felt that it tends to get repetitive with so many details and similar examples (stories of different people) trying to reinforce and explain 1 point. Also, it seemed little bit more philosophical to me then I had expected a story telling book to be. I felt that the ideas (of life's story & how to write it) in this book could have been easily explained in half the pages and it would have made the book much more interesting!

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### **Kate says**

This is funny because the title, in big letters on both the cover and the title page is: The Power of STORY: Rewrite your destiny in Business and in Life. Maybe the title got changed between publications.

I truly loved this book, and I can feel myself already changing in small ways to achieve what I want out of my life.

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### **Merrick says**

Jim Loehr describes how stories create meaning for our lives and provide context for our experiences. Most notably, the stories we tell to and about ourselves create our destiny.

Loehr asserts that individuals must create new stories and those stories can only become reality with full engagement, including one's physical, mental, emotional, and spiritual energy. To become fully realized, new stories must become unconscious habits and rituals grounded in concrete definable outcomes.

I was particularly interested in Loehr's assertion that we tell stories in five key areas: Work, family, health, happiness and friendship. The Power of Story will truly get you thinking about the stories you tell in each of these areas. I also enjoyed his thoughts about the power of aligning our inner and outer voices.

If you are someone who would like to take control of your story and become the writer, not just an actor in it, The Power of Story will provide you with a framework for the work ahead.

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### **Helen Biersack says**

This one caught me off guard because it is set up so that you do work WHILE you read it. I need to re-read it and do the work this time. I think everyone must read this book!

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### **Joshua Key says**

This book will convince you to take a hard, honest look at yourself and feel good about it.

I like how he addresses the importance of dealing with your demons, while emphasizing forward movement at the same time. Both are important.

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### **Stephanie says**

The best practical advice I got from this book was the idea that the stuff which consumes you becomes part of your story (negative thinking begone); and as far as figuring out your purpose, thinking in terms of what you would want engraved on your epitaph. Three stars because the book just wasn't for me, but I think anyone who is far more business minded would enjoy this book.

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### **Teri Temme says**

Great motivation to re-write your story ?

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### **Danny Hui says**

My review:

I recently took a landmark course, and it showed these concepts in a practical sense. We live our lives as a story. And often times we misinterpret what happens to us, viewing what happens as the single source of truth. Usually, we color that story as negative. Why did I have to fail that test? That instructor had it out for me. Etc... This book goes over how we view these stories and gives some direction on how to change it up.

What I remember:

The narrative we give to our stories is our own. Ultimately it's how we decide the story is being told that makes the life we live a good one or a sad one.

Comments:

To be honest I don't remember much. So my comment is this book should have had some more memorable content.

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## **Handaka mukarta says**

jangan remehkan kekuatan dan potensi dibalik suatu cerita, melalui narasi yang disusunnya, manusia membangun dunia dan kehidupannya. kira-kira begitu intisari buku ini.

" Ceritamu adalah Hidupmu". Bagi Dr Loehr, cerita berbicara banyak tentang kepribadian manusia. Melalui cerita, seseorang menyusun kembali kehidupannya. Baik keberhasilan ataupun kegagalan. kisah sukacita ataupun duka cita. Pengharapan manusia dan kekawatirannya. Manusia selalu memiliki cerita tentang pekerjaan, keluarga, karir, relasi, hubungan personal maupun interpersonal dengan komunitasnya. Seseorang yang tak pernah menulis atau bahkan berfikir untuk menulis novel sekalipun, sebenarnya tengah menulis sebuah cerita tentang hidup & pilihan-pilihannya setiap hari dengan perbuatannya.

Seringkali cerita bercampur aduk antara kenyataan, harapan dan keyakinan-keyakinan pribadi yang tersembunyi. Karenanya, "sebuah cerita selalu bercerita banyak ". Melalui cerita yang disampaikan, manusia merumuskan tujuan hidup, ketrampilan, kompetensi, tantangan dan peluang-peluang yang dihadapinya. Jika hidup adalah cerita, masih menurut Dr. Loehr, ada beberapa bagian cerita hidup kita yang sebenarnya tidak berfungsi, kurang efektif dan sangat mengganggu. Bagian tersebut, seperti halnya sebuah naskah, cerita tersebut perlu proses "editing" atau bahkan "penulisan ulang". Penulisan ulang tersebut tidak berarti merubah sejarah atau memanipulasi data. Apa yang disebut penulisan ulang adalah mengganti cara pandang tertentu dalam memahami sebuah peristiwa. Cerita penderitaan bisa menjadi kisah yang memberi pengharapan, jika pribadi tersebut menaruh perspektif tertentu yang memberi dia pengharapan atau alasan untuk lebih tabah, bertekun. Dalam proses penulisan tersebut, manusia merumuskan goal dan keyakinan penting hidupnya. Menulis ulang suatu "reality based story" akan mempengaruhi tindakan, pekerjaan dan kehidupan personal kita.

buku ini menarik dari sisi gagasan. tapi hemat saya kurang berhasil dalam penyusunan. beberapa petunjuk praktis yang disertakan justru mengurangi/ mereduksi kekuatan gagasan yg ingin disampaikan..

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## **Toby says**

This is a good book with a lot of down to earth ideas. In some ways, it seems to be the practical side of a lot of the ideas that move through therapy and self-help circles. Therapy minus the touchy-feely stuff that makes it harder for a lot of people to swallow. In essence, stop telling yourself lies, tell yourself the truth and take action! Also, I like the practical way that Loehr helps to make that happen. A lot of books have a lot of ideas, but no good ways to implement them in your life. This isn't like that. I also like how Loehr puts a lot of emphasis on the idea that getting all of this stuff in hand will actually help you to get to where you want in life. Do you want to be a high-powered exec? Improve your energy level and engagement to get you there.

Sometimes that even means that you have to withdraw and rest and exercise. He doesn't really say what things you should think are important, but he does give you an idea how to get where you want to go. Worth a read, definitely an above average self help book \*and\* and above average business book.

[return][return]Yes, he does apply this all to business. Essentially, you can't be good at your job if you don't take good care of yourself and you can't live up to your potential at work if you are limited by a bad "story." He also says that companies have "stories" and that they need to get them right to have happy employees and a successful business. Employee health for example... promoting healthy employees is good for business. You get the idea!

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## **Jon says**

some tough discussions here about work life balance.

key take aways spend the the energy you have on what you are doing, multitasking doesn't help.

exercise helps better sleep

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## **Jen says**

I was initially disappointed that this book focused so much on business or work performance. However, in the later part of the book, I saw how what he was proposing, his fundamental tenet, that we focus on energy (that is, health) rather than time, would be revolutionary if it were implemented on a wide scale. The work place would change drastically. The structure, the simplistically punitive systems, the oversight, all of these things would have to change to accommodate the well-being of the people doing the work.

So I was won over to the focus on business--change that sphere and the possibilities open up for greater personal effectiveness. But of course, businesses don't like change. And so he is trying to effect individuals at the top levels to embrace this idea in all areas of their lives and work.

Another disappointment was that "story" for him essentially means self-talk and self-concept. I was hoping it had to do more with imagination. And while he does give a lot of credit to imaginative self-concept and visualization, he is essentially leading people to create a self-concept and lifestyle that are positive and in harmony.

Grandiose language about an "ultimate purpose" tends to irritate me and Loehr emphasizes that as a way to help people prioritize or focus on what they should focus on. He is catering to type As, so the language and the press toward perfection de-motivates me rather than motivates me (not a type A).

However, I did like his notion of embedding and self-indoctrination. I feel this is an area of self-help psychology that hasn't been adequately brought into the light and Loehr doesn't shy from it. I'm hoping he hasn't written the last word on it because the exercises and suggestions don't seem quite adequate, but he at least gives more guidelines to follow for making a desired change actually stick than many people.

I've kept this book because I feel its a good one to go back through periodically. He emphasizes getting honest with oneself. I think we all develop self-illusions over time. Sometimes we kick them only to have



them show up again. Sometimes new ones arrive with new circumstances. It's good to have a guide for reviewing these and reasserting personal truths and priorities.

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