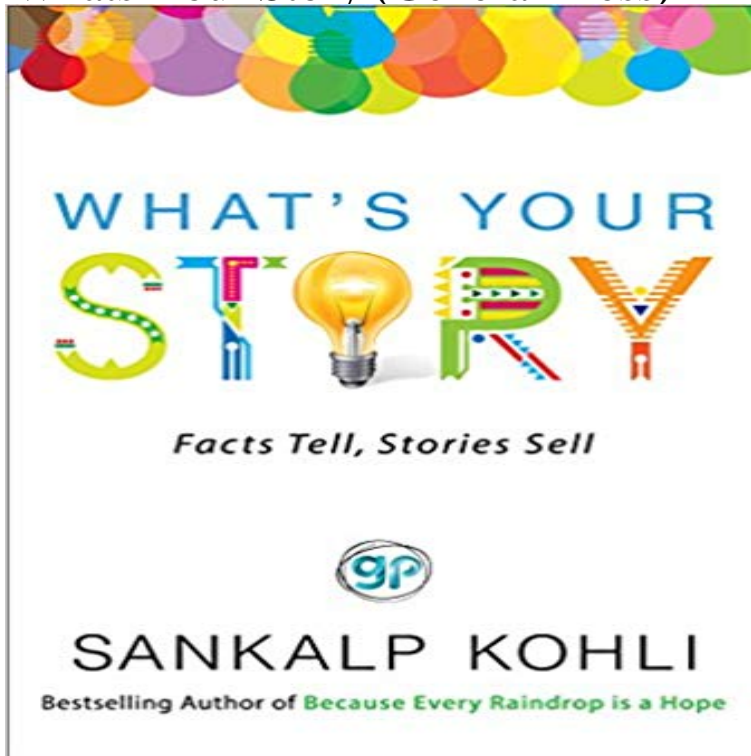


Whats Your Story (General Press)



Captivating tete-a-tetes... conclusive sales pitch... impressive business plans... successful job interviews... exciting presentations... they all involve people. Your triumph or failure, here, is a function of how deep your impact was. For a storyteller, creating an impact can be as easy as striking a conservation, but for those unaware of this prowess it can be as difficult as putting a man on moon. People around the world have been increasingly using stories to mesmerize and influence their audiences. Storytelling is not a science, its an art. Only and only practice can help you master it. Whats Your Story delves into the world of stories and offers key mantras of storytelling to the readers. A must read for budding managers, entrepreneurs, engineers, leaders, authors and CEOs. Next time you want to create an impact? Go ahead, tell a story.

ABOUT THE AUTHOR: Born and brought up in Kanpur, Sankalp is a MBA Graduate from NMIMS, Mumbai. An entrepreneurial soul with an imprint of a perfectionist, he is a workaholic who believes in turning every single moment of life into something more constructive and fruitful. He is a person who holds his parents above all, especially his mother. All his dreams and aspirations are driven by one belief--that of making his parents proud. His earlier works with the pen, in the form of BecauseEvery Raindrop is a HOPE and When I Found You, I Found Myself has resonated loudly with his readers. With his third book, Hackster he has ventured into a new genre where his contemporary and provocative self, comes alive in a sci-fi thriller. On a professional front, Sankalp is a Self-Driven Management professional and a storyteller with over four years of managerial experience and around 4 GB of stories from the corporate world. His success in the corporate world is a direct function of

his storytelling skills. When out of office, he is mostly chasing his dream of creating an impact in the world. He has a strong belief that, writing and storytelling, if understood properly, can act as a very powerful tool for budding engineers, managers and entrepreneurs of India. An Ex-speaker at IIMs and IITs, he has conducted various highly interactive events and seminars on How to Lead with a Story and The Art of Storytelling in colleges across India. He is currently working on a venture which aims at making use of stories in teaching. Armed with the thought of bringing about a change in the education industry of India, he continues his uphill journey with profound faith.

Whats Your Story General Press - What Will You Get? Your triumph or failure, here, is a function of how deep your impact was. Whats Your Story delves into the world of stories and offers key mantras of **Frequently Asked Questions** - Get Your Story Heard: How to Craft a Winning Press Release This can include information similar to whats in your headline, just with a bit more detail. Greylock Partners, Benchmark Capital, SV Angel, General Catalyst, Charles River

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