

Work & Careers

Tip of the week

Get better at storytelling

Done well, [storytelling is the most effective way to communicate](#) and influence people.

“As you progress to more senior levels, it will help you engage and connect with employees,” says leadership specialist **Gabrielle Dolan**, author of *Magnetic Stories*. “But don’t wait to climb the ranks of leadership to develop this skill as almost every job involves communication and influence, from a graduate all the way to the CEO.”

Whether it is a presentation, team meeting, sales pitch or job interview, Dolan says storytelling is an effective tool.

“Start to compile your stories and keep adding to them,” she says. “Then practise and refine them, sharing a combination of personal and professional stories.”

Work wrap

[Social media](#)