

CHAPTER 6

WHAT MAKES A GOOD STORY?

“A good story is a good story no matter who wrote it.”
~ Anne McCaffrey



Stories come from interesting personalities. It can be about the owner or founder. Haven't we all been amazed to learn about the two (then) university students who created Google and how they changed the way the world now gets and receives online information today? Or about Howard Schultz, “a leader who used his life story to define his leadership.” Schultz is the guy who took his father's hardships and lack of health care to heart. It motivated him to create a popular coffee culture worldwide and provide a unique business benefit. All employees of Starbucks Coffee, including part-timers who work twenty hours a week or more, receive health care benefits! A good read is *True North*, by author Bill George.

Good Story PI