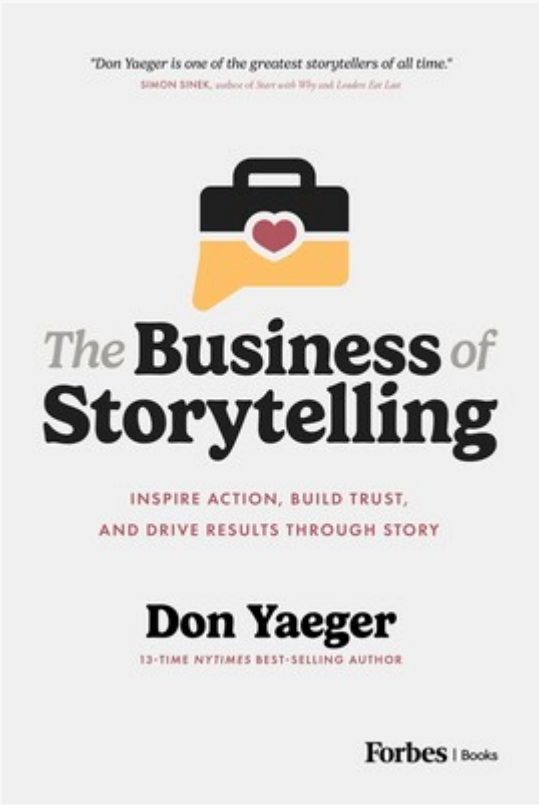
Don Yaeger’s 'The Business of Storytelling' Shows Leaders How to Inspire Action, Build Trust & Drive Results

Don Yaeger's new book guides leaders and professionals in using storytelling to build trust and drive results in an AI-saturated world.

NEW YORK, NY, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Thirteen-time New York Times bestselling author, Hall of Fame keynote speaker, and longtime storyteller Don Yaeger offers a timely guide to one of the most essential business skills of the modern era in his new book, “The Business of Storytelling: Inspire Action, Build Trust, and Drive Results Through Story.” Published by Forbes Books and distributed by Simon & Schuster, the book is now available nationwide through national and independent booksellers.



“The Business of Storytelling: Inspire Action, Build Trust, and Drive Results Through Story,” by Don Yaeger, published by Forbes Books, is now available.

At a time when leaders, entrepreneurs, sales professionals, and brands are navigating a world flooded with information, data, and AI-generated content, Yaeger argues that storytelling has become more valuable — not less. In a business environment where everyone can produce more content, the leaders who stand out are the ones who can create trust, relatability, and human connection.

In “The Business of Storytelling,” Yaeger reframes storytelling not as a soft skill, but as a practical leadership discipline that helps people persuade, inspire, teach, sell, and lead with greater impact. Drawing on decades of experience as a journalist, author, speaker, and student of elite communicators, he shows readers how to use story to make ideas memorable, decisions clearer, and messages more meaningful.

“Storytelling is not a soft skill,” Yaeger writes. “It is one of the most practical, high-leverage leadership tools available today.”

The book introduces readers to the Four Universal Truths that govern every great story, the Ten Elements of effective storytelling, the neuroscience behind why stories influence decisions, and the importance of building a personal story bank that prepares leaders for any audience, room, or moment.

Through examples from business, sports, history, journalism, advertising, and culture, Yaeger demonstrates that the most effective storytellers do more than communicate information. They create meaning. They turn facts into connection. They help people understand not only what happened, but why it matters.



Forbes Books, publisher of "The Business of Storytelling: Inspire Action, Build Trust, and Drive Results Through Story," by Don Yaeger.

"The Business of Storytelling" also arrives at a moment when leaders are wrestling with the limits of automation and artificial intelligence. While AI can generate words, summaries, and polished content at unprecedented speed, Yaeger makes the case that authentic storytelling remains deeply human. The story behind the story — the lived experience, emotional truth, judgment, and purpose — is what builds credibility and moves people to act.

> Storytelling is not a soft skill. It is one of the most practical, high-leverage leadership tools available today."
>
> *Don Yaeger, author of "The Business of Storytelling"*

More than a communications guide, "The Business of Storytelling" serves as a business playbook for anyone who must earn trust and inspire action. Whether readers are closing a deal, rallying a team, leading through change, building a brand, or trying to make data more meaningful, Yaeger gives them a framework for communicating with clarity, humanity, and impact.

In a marketplace crowded with messages, Yaeger's central argument is clear: AI can create content, but storytelling creates connection.

[About Don Yaeger]
Don Yaeger is the author of more than forty books, including thirteen New York Times bestsellers, and a Hall of Fame keynote speaker on leadership and teamwork. As a longtime associate editor at Sports Illustrated, he has interviewed the world's greatest champions—from Michael Jordan to John Wooden—and distilled their insights into practical lessons for success. Don also hosts the Corporate Competitor Podcast, where he interviews the greatest CEOs and business leaders in the world today.

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Don Yaeger, author of “The Business of Storytelling: Inspire Action, Build Trust, and Drive Results Through Story.”

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