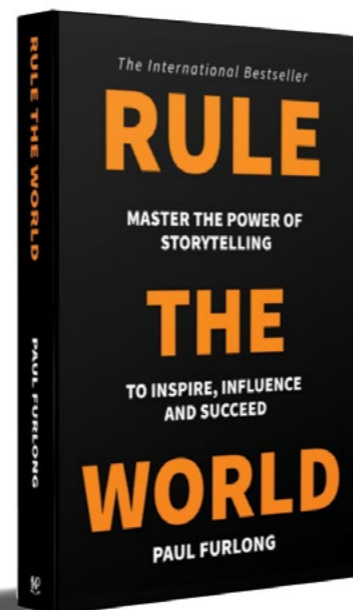


“ Author Paul Furlong, a maestro of corporate storytelling, delves into the power of narratives, offering a glimpse into his eclectic literary tastes, global impact, and the playful dynamics of his book club adventures.



Protected: From Film and TV to Corporate Success UNVEILING PAUL FURLONG'S UNIQUE JOURNEY

Paul's Impact on the Corporate World and the Power of Narrative

In the ever-evolving landscape of literature and corporate communication, the art of storytelling has emerged as a potent force. Few individuals embody this transformative power as seamlessly as Paul Furlong, a luminary at the intersection of corporate narrative and cinematic storytelling. As we delve into the realms of his insights and experiences, readers are bound to uncover the mastery that defines his craft.

Paul's journey unfolds against the backdrop of a unique blend of storytelling proficiency garnered from his roots in the film and TV industry, entwined with the depth of sales and marketing acumen cultivated through his work at Opus Media. A global authority on corporate storytelling, Paul stands as the international best-selling author of "Rule the World: Master the Power of Storytelling to Inspire, Influence and Succeed" and "Video Marketing Mastery: How to Use Video to Increase Engagement, Improve Conversion and Make More Sales."

Beyond the pages of his books, Paul engages audiences worldwide through public and corporate seminars, live and virtual training programs on storytelling. His wisdom has resonated on numerous podcasts, and his insights have found a home in publications such as Entrepreneur. Paul's accolades include an RTS award for producing, membership in prestigious organi-

Paul Furlong, a global authority on corporate storytelling, merges cinematic expertise with marketing acumen to redefine the power of narrative in the business world.

zations like PACT and RTS, and a pivotal role as a founding member on the board of the Producer's Collective.

In this exclusive interview with Reader's House, Paul Furlong provides a glimpse into his literary world. From his recent literary explorations to the timeless classics that have shaped his worldview, Paul offers a candid perspective on his reading habits, influences, and the intricate tapestry of his storytelling philosophy.

As we traverse through the pages of this interview, discover Paul's thoughts on the last great book he read, his eclectic approach to reading while working on a book, and the genres that captivate his imagination. Join us in imagining the dynamic conversations at Paul's dream literary party, where Stephen King and Mark Twain would undoubtedly weave tales both chilling and humorous.

Unveiling the layers of his literary persona, Paul shares his affinity for simplicity in literature, echoing Leonardo da Vinci's timeless wisdom. His insights on what moves him most in a work of literature and the impact of certain books and authors on his writing career provide readers with a profound understanding of the man behind the stories.

As we journey through the interview, readers will glean insights into Paul's childhood reading habits, the books that shaped his early years, and the titles that continue to beckon him back for a revisit. Discover the anticipation of his next literary adventure as Paul reveals the book chosen by his book club and the playful dynamics that add an element of surprise to their reading choices.

In the concluding reflections, Paul Furlong highlights two pivotal books—Stephen King's "On Writing: A Memoir of the Craft" and Robert McKee's "Story"—that have left an indelible mark on his writing journey. These mentors, with their invaluable insights into the craft of storytelling, have equipped him with practical tools and fostered a deeper understanding of the alchemy that transforms words into immersive, resonant stories.

Join us in this exploration of the captivating world of Paul Furlong—a storyteller, author, and authority whose narrative prowess transcends boundaries, leaving an indelible mark on the realms of literature and corporate storytelling.

Paul is a global authority on corporate storytelling. This comes from combining his storytelling knowledge

and experience from the film and TV industry with his sales and marketing expertise from his corporate work with his company Opus Media. He is the international best-selling author of Rule the World: Master the Power of Storytelling to Inspire, Influence and Succeed, and Video Marketing Mastery: How to Use Video to Increase Engagement, Improve Conversion and Make More Sales. He regularly gives public and corporate seminars and conducts live and virtual training programs on storytelling around the world. He has shared his insights on numerous podcasts and various publications including Entrepreneur. Paul is an RTS award-winning producer, is a member of PACT, the RTS and is a founding member and sits on the board of the Producer's Collective.

What's the last great book you read?

I loved "Apeirogon" by Colum McCann. Its intricate storytelling and unique narrative structure left a profound impact on me. McCann skilfully weaves together disparate threads to create a tapestry of emotions and perspectives, making it a truly memorable read.

Are there any classic novels that you only recently read for the first time?

I recently delved into George Orwell's "1984." Its timeless relevance, written back in 1949, is



“Of Mice and Men” holds a special place in Paul's literary repertoire, with Steinbeck's masterful storytelling unfolding new layers of meaning with each revisit.

nothing short of bewildering. Its striking resonance with contemporary issues is a testament to George Orwell's prescient vision, making it a work that transcends its era and remains eerily pertinent today.

You're organizing a party. Which two authors, dead or alive, do you invite?

I would invite the master of horror, Stephen King, and the iconic humourist, Mark Twain. Imagining the dynamic conversations and contrasting perspectives between these two literary giants is a fascinating prospect.

What do you read when you're working on a book, and what kind of reading do you avoid while writing?

I adopt an eclectic approach, reading everything from fiction to non-fiction. I believe exposure to diverse styles and genres enriches my own creative process. There's nothing I deliberately avoid, as inspiration can spring from unexpected sources.

What moves you most in a work of literature?

Simplicity resonates with me the most. As Leonardo da Vinci stated, "Simplicity is the ultimate sophistication." In literature, a simple yet profound expression, especially during emotionally charged moments, holds incredible power and authenticity. It is during these instances that the potency of a straightforward and sincere expression truly shines, capturing the essence of human experience with truth and depth.

What genres do you especially enjoy reading?

I consider myself genre-agnostic. The key for me is a character-led story that both moves and entertains. From one great thinker, Leonardo da Vinci, to another, Paris Hilton, her mantra "don't be boring" resonates deeply with me. I wholeheartedly agree with this sentiment, and it's why I hold a genuine appreciation for any genre that skilfully weaves a compelling narrative.

What book are you planning to read next?

I'm a member of a book club. Each book that we read is proposed by a member when it's their turn and then democratically voted on by the members. Unless

Kev intervenes and manipulates the vote once more, potentially swaying the decision in his favour. This unpredictability adds a layer of excitement to our club dynamics. After four months of Kev's machinations, we have finally set our sights on "The Siege of Krishnapur" by J. G. Farrell. It was Tom's proposal, and expectations are high. After the first two rules that we share with Fight Club, our third rule says: "Don't pick the worst book of the year, or risk forfeiting your membership." Fingers crossed Tom – I hope it's a good one.

What books and authors have impacted your writing career?

Two books that have significantly influenced my writing journey are Stephen King's "On Writing: A Memoir of the Craft" and Robert McKee's "Story." These books have been invaluable mentors, shaping my approach to storytelling. King's memoir offers insight into the art and discipline of writing, while McKee's "Story" delves into the intricacies of plot, character, and the essence of compelling narratives. Together, these books have not only equipped me with practical tools but have fostered a deeper understanding of the alchemy that transforms words into immersive, resonant stories.

What kind of reader were you as a child?

I was an avid reader, delving into the timeless tales that my dad loved during his childhood. Enid Blyton, the enchanting worlds of Narnia, and the epic narratives of Middle Earth were my favourites—stories that have stood the test of time.

What books do you find yourself returning to again and again?

"Of Mice and Men" holds a special place in my literary repertoire. Studying it in school left an indelible mark, and I find myself drawn back to its poignant narrative and timeless themes. John Steinbeck's masterful storytelling skilfully captures the essence of the human condition and with each revisit, the novel unfolds new layers of meaning for me.