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Storytelling in Business: The Authentic and Fluent Organization

By Janis Forman

Stanford Business Books. Hardcover. Book Condition: New. Hardcover. 304 pages. Dimensions: 9.1in. x 6.1in. x 1.0in. Storytelling can be a lifelong and life sustaining habit of mind, a personal inheritance that connects us to our communities. It can also serve as an organizational inheritance management tool that helps businesses to develop and thrive. For more than a decade, award-winning author Janis Forman has been helping executives to tell stories in service of their organizational objectives. In *Storytelling in Business: The Authentic and Fluent Organization*, she teaches readers everywhere how the craft of storytelling can help them to achieve their professional goals. Focusing on the role of storytelling at the enterprise level, this book provides a research-driven framework for engaging in organizational storytelling. Forman presents original cases from Chevron, FedEx, Phillips, and Schering-Plough. Organizations like those featured in the book can make use of storytelling for good purposes, such as making sense of their strategy, communicating it, and developing or strengthening culture and brand. These uses of storytelling generate positive consequences that can have a sustained and significant impact on an organization. While large firms employ teams of digital and communication professionals, there's much that any of us can extrapolate from their...



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