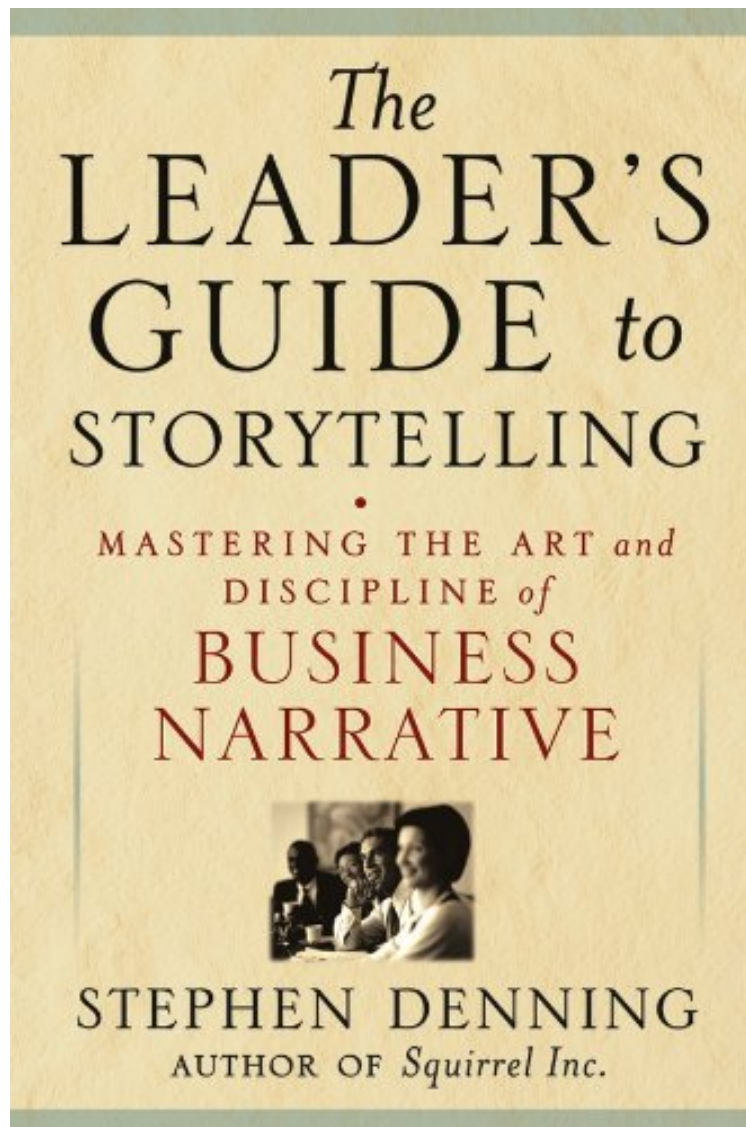


(Pdf free) The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative (J-B US non-Franchise Leadership)

The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative (J-B US non-Franchise Leadership)

Stephen Denning

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Stephen Denning : The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative (J-B US non-Franchise Leadership) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative (J-B US non-Franchise Leadership):

50 of 50 people found the following review helpful. Great points but hard to readBy Jazon SamillanoI'm only in

Chapter 2, and it is already clear that Denning makes a lot of great points in this book. It is most definitely worth every penny and more! My biggest complaint is that the book is written like a 19th century philosophy treatise! Philosophy was one of my majors in college, so I am well-aware of the agony in reading philosophical text - instead of getting straight to the point, it meanders and loses the reader after every third sentence! In the first chapter of this book, Denning goes on and on about things you could care less about for over 20 pages. I had a sigh of relief when he finally put down all his points in the chapter in just two pages at the end of the chapter! When I was reading in the plane, I thought at first the reason for my agony was that I was tired. However, each time I got bored with Denning's book, I switched to a novel, and I was not tired anymore! Hey, wait a minute! I thought this was supposed to be a book on storytelling! Why then was it written like an obscure Ph.D. dissertation? You don't believe me? See for yourself. Here's a sampling of the torture: "Second, the apparent paradox of zero improvement in performance from teams in organizations overall - along with extraordinary gains reportedly made in specific instances - reflects the fact that teams are found at both ends of the effectiveness spectrum." Now do you believe me!?! I'm not saying the entire book looks like the glob you see above. My point is simply that there are numerous sentences here that will require you to pause, say "Huh?", and then reread. So, if you are a speed reading junkie like me, please be very patient! Speed reading is not recommended. Despite the stated criticism, Denning makes really good points in this book. The book has my complete endorsement due to the great points. Besides, as my philosophy professors used to tell me in college, if you don't have the patience to tread through the gobbledygook of philosophical treatises, then maybe you're not scholarly enough to major in philosophy!

1 of 1 people found the following review helpful. Good read for leaders! By User28 Good read for leaders! 50 of 54 people found the following review helpful. Deserves a Place in Every Leader's Day By Donald Mitchell Let me tell you a story. I read and review books about leadership in hopes that people will find the books that will help them do the right thing. Usually, I don't succeed in finding good resources as often as I succeed in finding resources that don't add anything to what Peter Drucker first said 50 or 60 years ago. I recently heard Steve Denning tell a 15 minute story about how he used one brief anecdote to develop the support he needed to help transform the World Bank from a lagging lender to poor countries into a premier source of knowledge management. I was transfixed by that story and immediately ordered this book in which that story appears. In *The Leader's Guide to Storytelling*, I learned that we often go into hypnotic trances when we hear such a story. I must admit that I did. In fact, I didn't even understand why the story worked at the World Bank until I read the book. Here's what happened. Steve Denning had been given an opportunity to speak on behalf of knowledge management for 10 minutes in front of some of the World Bank's senior executives. What can you do in 10 minutes? You can tell an arresting story that stimulates the hearers to fill in their own solutions that advance your agenda. And that's what Steve Denning did. Two leaders turned that anecdote into their idea of what the World Bank should do in knowledge management. The rest is history. While the story could have been built up into hours of interesting details, I found that the "minimal" version affected me much like Lincoln's Gettysburg address does. I felt the story throughout my body. I lived that moment with Steve Denning. And I understood both his point about story telling and about why brevity works better in business. The strength of this book comes in Steve Denning's experience in changing major agendas in large organizations. Although the book's title says the book is about storytelling, *The Leader's Guide to Storytelling* is actually about a new style of collaborative management that goes beyond the familiar boundaries of theories X, Y and Z. The notion is to invite a collaboration to achieve more worthwhile directions as the main focus of an organization. While other authors, such as Senge, Hamel and Christensen, argue for innovation to hide in the wings until it is ready to take center stage, Steve Denning persuasively argues that innovation can take the stage before it has fulfilled its potential . . . and accomplish more as a result. Everyone who reads this book will admire the moral legitimacy of that position. It's the viewpoint of a winner, rather than someone who is afraid to take on the toughest challenges. I intend to recommend that my university begin offering a course based on this book for all of its business and NGO graduate students. While most books about storytelling are strong on the storytelling subject (such as Annette Simmons' *The Story Factor*), *The Leader's Guide to Storytelling* puts stories into an organizational context in ways that only an organizational master can do. Most leadership books are written by professors and consultants, and the work shows that they haven't done much leading. *The Leader's Guide to Storytelling* is leading as described by a leader who did it from a weak position . . . the most important perspective in any organization. Those who are close to the problems and opportunities always see both well. How do they engage the rest of the organization? Steve Denning has the answers in his detailed chapters on what stories to tell, how to tell those stories and his thoughts on what leaders should do.

In his best-selling book, *Squirrel Inc.*, former World Bank executive and master storyteller Stephen Denning used a tale to show why storytelling is a critical skill for leaders. Now, in this hands-on guide, Denning explains how you can learn to tell the right story at the right time. Whoever you are in the organization CEO, middle management, or someone on the front lines you can lead by using stories to effect change. Filled with myriad examples, *A Leaders' Guide to Storytelling* shows how storytelling is one of the few available ways to handle the principal and most difficult challenges of leadership: sparking action, getting people to work together, and leading people into

the future. The right kind of story at the right time, can make an organization "stunningly vulnerable" to a new idea.

"...there are good stories here...all used to make leadership points..." (Times Educational Supplement, 23rd September 2005) From the Inside Flap In his best-selling book, *Squirrel Inc.*, former World Bank executive and master storyteller Stephen Denning used a tale to show why storytelling is a critical skill for leaders. Now, in this hands-on guide, Denning explains how you can learn to tell the right story at the right time. Whoever you are in the organization—CEO, middle management, or someone on the front lines—you can lead by using stories to effect change. Filled with myriad examples, *The Leader's Guide to Storytelling* shows how storytelling is one of the few available ways to handle the principal—and most difficult—challenges of leadership: sparking action, getting people to work together, and leading people into the future. The right kind of story at the right time can make an organization "stunningly vulnerable" to a new idea.

From the Back Cover Praise for *The Leader's Guide to Storytelling* "Denning has provided us with a handy field guide to the narrative craft, giving us the details on how to deliver the right story at the right time. Read this useful book—and then tell your friends about it!" —Tom Kelley, author, *The Art of Innovation* "This book, Steve Denning's magnum opus on storytelling, is a great achievement—the one book every manager should read before giving up his or her lifeless PowerPoint presentations. The book is creative, eclectic, passionate, and useful—a rare and winning combination for a business book." —Larry Prusak, coauthor, *What's the Big Idea* and *Working Knowledge* Praise for *Squirrel Inc.* "Great communicators often use stories to make their point. Why? Facts and figures can overwhelm and leave the human element out of the situation. *Squirrel Inc.* . . . finds acorns of truth along its path. These acorns are the seven forms of organizational storytelling." —Chicago Tribune "Leaders and managers—even employees—involved in any serious organizational change would benefit from reading *Squirrel Inc.* It encapsulates both the why and the how of seven types of organizational storytelling, briefly, using the narrative as the carrying medium." —Knowledge Management "Storytelling with animals was good enough for Aesop, Kafka, and Orwell. And Denning makes serious points about leadership and change . . ." —Financial Times "Squirrel Inc. is a wonderfully refreshing look at leadership that contains countless insights on how stories create meaning and can inspire even cynical management to act." —John Seely Brown, former chief scientist, Xerox Corp, and director of its Palo Alto Research Center (PARC) "Denning's book provides the 'how to' for which I've been looking." —M. Gary Ryan, director, Brand Development and Strategy, People Magazine "Steve Denning's work is an important reminder and great inspiration to all leaders who wish to connect with their employees on all the human dimensions required to create true followership." —Mats Lederhausen, managing director, McDonald's Ventures, McDonald's Corporation