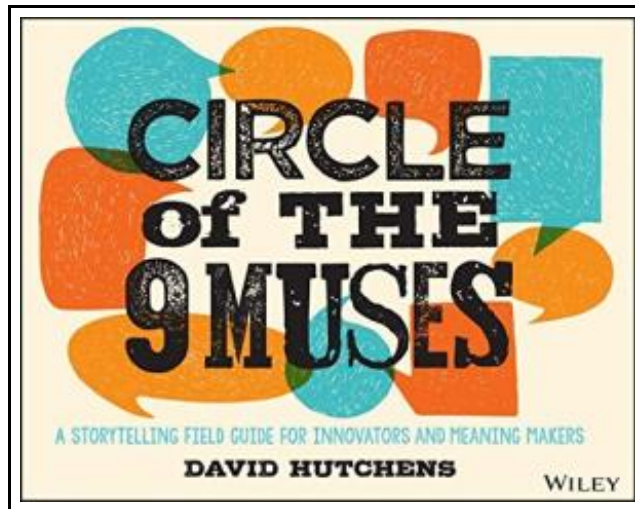


## Circle of the 9 Muses: A Storytelling Field Guide for Innovators & Meaning Makers



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## CIRCLE OF THE 9 MUSES: A STORYTELLING FIELD GUIDE FOR INNOVATORS & MEANING MAKERS



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Circle of the 9 Muses: A Storytelling Field Guide for Innovators & Meaning Makers, David Hutchens, The action-based guide to powerful, influential organizational storytelling. Circle of the 9 Muses captures the best practices of the world's most influential story consultants and knowledge workers to help you find, tell, and draw value from your organizational stories as impetus for action. This rich toolbox is loaded with fun, graphical instructions and dozens of unique, replicable, and facilitated processes that require no special training or expertise. You'll discover your organization's hidden narrative assets, use different templates and frameworks to tell the stories of your past, present, and future and then draw team members into rich meaning-making dialogue that translates into action. These activities can be exercised in endless permutations, and expert advice steers you toward the right activity for a specific purpose, including managing change, setting strategy, onboarding, defining the brand, engaging supporters or customers, merging cultures, building trust, and much more. Organizational storytelling is a powerful managerial tool and an essential change management technique. This is about your influence as a leader. Knowing the right story to tell and how to deliver it effectively gives you and your organization enormous influence, and helps connect employees to strategy by providing understanding, belief, and motivation in their personal contribution. This book is the ultimate field guide to becoming an influential storyteller, with concrete, actionable guidance toward all the storytelling fundamentals. \* Identify your organization's "narrative assets" \* Craft an elegant, well-constructed organizational story \* Capture, bank, and share stories with extraordinary engagement \* Facilitate a dialogue to draw out meaning and induce change. The growing interest surrounding organizational storytelling has many change agents focused on "trying to tell better stories," but goals are useless without a...



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