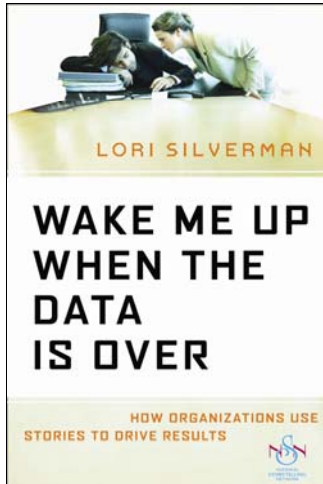


“An easy to read, well organized compilation of stories that demonstrates their power across a broad spectrum of business needs.”

Ellen Bovarnick, vice president, Business Process Excellence, The Coca-Cola Company



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Stories Get Results

Do you wish you could more fully engage your employees or reduce turnover by 25 percent or more? Do you need to quickly align staff around the organization's long-term strategy or achieve double-digit growth? Then this groundbreaking book is for you.

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Book Contributor



Karen Dietz contributed Chapter Six to the book, “*Who Said Money Is Everything? Story Is the New Currency in Financial Management.*” This chapter by Karen and her co-author, Alicia Korten, tells the stories of five organizations that used story to improve their financial picture — Alternatives Federal Credit Union, Gaylord

Hospital, Interface, Spare Key, and United Way.

Karen is president of Polaris Associates, Inc. A pioneer in the field of organizational stories, she coaches senior executives in creating powerful connections that unite people in the pursuit of dramatic new goals. She is the former Executive Director of the National Storytelling Network and brings practical tools to her clients that generate results. **To learn more and to bring stories into your organization, leadership, or executive team,** contact her at (619) 235-0052.

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PART I How Organizations Are Using Stories in Day-to-Day Operations			
Chapter 1	How Can I Help You? Service With a Smile—and a Story!		
Chapter 2	Put Your Money Where Your Mouth Is: Unleashing the Power of People Through Stories		
Chapter 3	We Need More <i>We</i> and Less <i>Me</i> : How Stories Build Teams and Teamwork		
Chapter 4	You Get What You Give: Leadership in Action Through Stories		
Chapter 5	Are We On Track? How Stories Impact Project Management		
Chapter 6	Who Said Money Is Everything? Story Is the New Currency in Financial Management		
Chapter 7	We've Never Done It This Way Before: Prompting Organizational Change Through Stories		

PART II How Organizations are Using Stories Strategically			
Chapter 8	The Sky Is Falling: When Difficult Times Call For a New Story		
Chapter 9	Why Are We Here? Stories That Define Us		
Chapter 10	I Can See Clearly Now: Bringing Strategy Alive Through Stories		
Chapter 11	The Fog Is Lifting: Seeing Connections to Marketing and Marketing Research Through Stories		
Chapter 12	What's in a Name? How Stories Power Enduring Brands		

PART III Moving Stories into and Across the Organization			
Chapter 13	It Pays to Be a Pioneer: Blazing a Trail for Stories		
Chapter 14	What Do You Suggest We Do? Finding Answers and Ideas in Research		
Chapter 15	There Are Five Sides to Every Story: Which Are You Missing?		

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“Loved the book. My hope is that it will create a new generation of leaders who will stop numbing people with spreadsheets and pie charts, and start inspiring them with stories that illuminate mission, values, and goals.”

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the SSM Health Care system

“Lori's book illustrates how the use of stories will help your organization achieve positive outcomes. A must read for anyone in an organization facing significant change.”

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“Leaders in all walks will benefit from Silverman's real world accounts of storytelling successes in high performing organizations.”

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ABOUT THE EDITOR

“A customer service story, a story illustrating our history, or a story exhibiting commitment to shared goals can inspire more deeply than a directive from on high. Put flesh on the bone. Tell a story.”

Arne M. Sorenson, chief financial officer
Marriott International



Lori L. Silverman is the owner of Partners for Progress, a management consulting firm. As a business strategist, she has consulted with organizations in fifteen industries including financial services, insurance, manufacturing and petroleum companies, government entities, and professional associations. As a keynote speaker, Lori has positively impacted the lives of thousands of people. She has appeared on over fifty radio and television shows to speak about using stories in the workplace and is the co-author of *Critical SHIFT* and *Stories Trainers Tell*.