



ASSOCIATES CONSULTING, INC.

## Testimonials

*"I have worked with Karen in developing my own storytelling abilities. She's a marvelous coach and a wonderful guide through the journey of becoming a storyteller. I highly recommend her as someone who will help anyone to remain green and growing."* Ozzie Gontang Vistage Group Chair San Diego, CA

*"What can I say -- you inspired me to tell our company story, and then I was able to excite everyone by just telling our story! It is unbelievable how by changing my approach and story, I was able to have the people in the company think differently. In a moment of desperation, I called you, because I knew that our customers and even some in our company were not understanding what I was trying to say about how great our product is. I remembered that you had always talked about a different approach to communication that I had not tried. After spending 2 hours on the phone with you I was able to tell our story, and it was moving and exiting! For an engineer used to doing just technical work I was amazed at how quickly I was able to express my thought in words and writing like never before. Thank you so much, Karen."* Antonio Porras, CTO, Telena Communications

*"Karen Dietz is a leader in the field of organizational storytelling. She has clear ideas, authentic values, and excellent rapport. She has a good understanding of how the strengths of storytelling can be put to effective use in a business environment. I was delighted to be able to draw on and cite her ideas about values for my most recent book. Karen has that rare combination of being focused and business-like in her approach while also generating energy and enthusiasm in all those with whom she interacts."* Steve Denning, Author of *The Leader's Guide to Storytelling*.

*"I am impressed with your ability to marry extensive experience with practical down-to-earth strategies. Our time together is always inspiring and powerful, well grounded in your solid understanding of how leaders think and the day-to-day challenges they face. I am pleased to see someone of your caliber in the field of organizational storytelling providing executives today with breakthrough techniques for generating real solutions to the complex situations that challenge us all."* -- Seth Kahan, keynote speaker, organizational consultant, and author of *Building Beehives, A Handbook for Creating Communities that Generate Returns* and *How to Build Collective Intelligence in Your Organization*

*"I have had the good fortune to work with Karen Dietz in several capacities and have found her to be professional, insightful, and enjoyable to work with. She is also a gifted presenter and storyteller. Having had the good fortune to work with Karen, I witnessed first-hand the depth of her skill, knowledge and her passion for her work. And it doesn't hurt that she knows how to have a good laugh when things get tough, as they inevitably do. I hope to have the opportunity to work with Karen again and unreservedly recommend her."* -- Paula T. Bartholome, Parallax

*"Organizations are challenged to think systemically in the Information Age and Karen Dietz is a natural systems thinker. Combine that with her knowledge of organizational dynamics and her understanding of how story transforms and inspires folks and you have a valuable package. I love working with her because she is eager to learn from others and embraces the opportunity to synergize always with a focus on getting result."* -- Molly Catron, keynote speaker, organizational consultant, storyteller

*"I was excited that what I had to say was interesting. I loved the experience and I have so much more respect for my strengths and myself. I realized that I had something to say to business owners and I could share it in story. It's a better way to produce results."* Gayle Goldman & Associates, coaching client

*"Absolutely terrific. I hope this becomes a repeat. Looking forward to the advance course!"* North McKinnon, Parnassus Consulting



ASSOCIATES CONSULTING, INC.

## Testimonials, con't

*"I've had several opportunities to partner with Karen Dietz over the past few years relative to story work in organizations. As a co-presenter at four conference workshops for association executives, she brought extensive knowledge and creative skills as well as the ability to quickly connect with an audience, all of which heightened the success of these engagements. As a contributor to my book, *Wake Me Up When the Data is Over: How Organizations Use Stories to Drive Results*, she helped research and write a chapter on story use in financial management--a first in the industry and a significant accomplishment. Not only is Karen delightful to work with, she has added immensely to the field of story work and to my own learning."* Lori Silverman, author, keynote speaker, owner of Partners for Progress

*"Thank you for your advice and assistance with my storytelling. I have always included storytelling as a component of my presentations and wanted to learn how to do a better job. Your encouragement, enthusiasm, humor, and excellent suggestions helped me to learn new techniques, hone stories I had been using and develop new ideas for future programs. Thank you for your expert tutoring!"* David Kushner, President, The Kushner Group

*"Great – wonderful, powerful stories emerged. The actual telling was wonderful. The buildup from beginning to end was superb! Let's have it again!"* Abe Bernstein, Esalen Institute Storytelling Workshop

*"Wonderful! It evolved beautifully from playfulness to a powerful crescendo where everyone's talent revealed itself."* Katie Nash, Esalen Institute Storytelling Workshop

*"Karen's feedback and explanation of what she hears in the story gives me better ideas of what people need to hear. I find I can engage prospects more quickly and really know that they get what I do. I have increased membership in my organization by 10%! The story process really opens up for clients the true benefits they receive."* Barbara Eldridge, Mind Masters

*"Karen was so delightful and a gentle, supportive teacher. She built in me stronger confidence and helped me see through my stories a delightful view of myself and life."* Gretchen Zachel, Esalen Institute Storytelling Workshop

*"Of the 20-plus Esalen workshops I've taken, this would be my first choice to repeat. Karen creates a safe environment and powerfully encourages students to achievements far beyond their expectations. Not sure how she does it, but the results are amazing -- not just an emotional high but substantive improvements. Many various exercises were all useful."* Pat Lawson, Esalen Institute Storytelling Workshop

*"I feel that attending just one of Karen's story-telling seminars propelled me immediately into a category of a much more effectual and engaging story teller. And I often refer to the seminar notes when preparing my Sunday messages. I found the class invaluable."* Will Carreras, Pastor, Icon Church

*"I felt fed with the key structural elements needed to build a story, and the absolute necessity to give a series of images while experiencing and sharing the most important message they convey. I was highly pleased at the skilled appreciations and suggestions and teaching which assisted me in radically trusting the power of story. Karen was tops and all of us were very satisfied."* Tahna Luuvas, Marriage & Family Therapist

*"Karen's storytelling workshop was fun, impactful, and effective! I learned several powerful storytelling skills, and was able to practice them real-time while getting positive feedback. It was meaningful to hear the stories of others in the workshop. My learnings will go far beyond the two-days spent with Karen. She knows storytelling and is a very good teacher. Go to this workshop! You'll be glad you did."* Jeff Freedman, President, ClearPath Alliance



ASSOCIATES CONSULTING, INC.

## Testimonials, con't

*"Karen is a superb teacher, leader and facilitator . Taking this class was a great gift for me. I would love to take an advanced storytelling workshop with her. I witnessed the beauty and richness and depth of messaging through storytelling."* Roger Gilbert, Financial Advisor

*"I needed a new story to add to my presentation. Karen pulled it out of me without the slightest pain and lots of gain. According to audience reactions, my presentations have moved to the next level!"* Madelyn Blair, Ph.D., Pelerei, Inc.

*"Karen Dietz is the Master of Two Worlds. Her knowledge and understanding of the world of folklore, narrative and culture is unrivalled. Equally, her business acumen and her insights into organizational dynamics are unparalleled. And when her two world of wisdom meet, miracles do happen. Eyes are opened, hearts meet, solutions are found, great work gets done. She is a person I admire and respect and I highly recommend her."* Ashraf Ramzy, CEO/ Founder, Narrativity Strategy & Story, Netherlands

*"Karen Dietz is widely recognized for her expertise in storytelling. She uses this expertise to help individuals and organizations become more effective. As a colleague and professional, Karen is top notch. She is knowledgeable and willing to share her knowledge and expertise with others in the learning and organizational development fields as we strive to move our field forward. I would give Karen my highest recommendation."* Cathy Bolger, Center For Creative Leadership Executive Coach, San Diego, CA

*"Karen created a positive, warm, supportive environment. She tailored exercises and feedback to individual needs of group members. She conveyed information about structure, theory, and practice in a clear and concise manner without making it feel like a storytelling 101 class."* Julie Fagan, Interpretive Specialist, The Mount Estate & Gardens (the home of writer Edith Wharton)

*"The workshop clearly exceeded my expectations. Not only did I learn about the importance of storytelling, and basic constructs of stories, I learned how stories connect people, and how stories help reflect, clarify and resolve issues. This workshop is a must."* Kerstin Willmann, Operations Manager, BD Biosciences

*"This was a far richer class than I envisioned. Although it satisfied my questions technically, There were far more insights gained from this course. Karen has a gift for sharing info and her insights but also facilitating an environment for others to be open, learn and share. I would definitely recommend this workshop to anyone."* Jean Knowles, President, Spencer Fluid Power

*"I loved it. Very instructional and transformative. The space created by Karen was very appreciative and safe. I learned another useful too to put in my life skills toolkit belt. Karen was very knowledgeable and provided invaluable insight into my storytelling abilities. If there's only one thing that I'll take away from this workshop it is how important images are in communicating and expressing myself to others."* Sam Molitas, educator

*"This workshop was everything I hoped for and more. It gave me the gift of trusting my inner flow, and the confidence to hold the space in front of an audience. Karen created a safe environment — it was a transformative experience. I came afraid I didn't have it in me; I leave confident that I do. I know story will become a big rich part of my life. I will use it in my work as a writer, and I will use it to advance social change."* Jennifer Lunden, writer, social worker