

Organizational Storytelling: *the Art, the Science, & the Practice*

Stories create change. For the organizational practitioner, it's an idea that is full of promise even as it raises questions: How do stories work? *Why* do they work? How can you exercise the discipline of narrative to create purposeful change in your organization?

In this half-day pre-conference, hosted by the National Storytelling Network's (NSN) Storytelling in Organizations (SIO) group, you'll hear about *the art* from a renowned Hollywood insider. You'll dig into *the science* with the help of noted author and master storyteller Kendall Haven. As for *the practice*? That will come from you! In the final, energizing session you will experience the power of "future narrative" for your organization... and leave with a compelling new story to share.

What: A special pre-conference to the National Storytelling Network's 2010 National Storytelling Conference

Who: Sponsored by the *Storytelling in Organizations* special interest group

When: Thursday, July 29; 8:00 am to noon

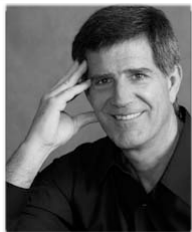
Where: Warner City Marriott, Woodland Hills, CA

Cost: \$40 for members of SIO group; \$50 for non-members

Join the SIO group today and receive the \$40 rate!

Register: Go to www.storynet.org, or call 800-525-4514

Meet our Special Guests



Kendall Haven is a researcher and master storyteller who has researched the neuropsychology of how the mind processes narrative. Learn why stories are the true "language of organizations."



Bobette Buster is a renowned story consultant who works with Pixar and other studios. She will lead us in an exploration of why some stories in organizations are better able to "stick," and create transformation.



Sara Armstrong is a pioneering educational consultant and process facilitator. She will engage you in a simple - yet powerful - process for crafting *future stories* for your organization.