



The Power of the Tale: Using Narratives for Organisational Success

Julie Allan, Gerard Fairtlough, Barbara Heinzen

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Story-telling is one of the best ways for individuals, groups, organizations and societies to learn. Skill in story-telling and in other narrative activities allows us to understand complexity, live with uncertainty, communicate well and increase personal and organizational effectiveness. As organizations move away from old-fashioned command and control, they will increasingly need the bonds of shared stories, which create shared language, shared visions and shared values.

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