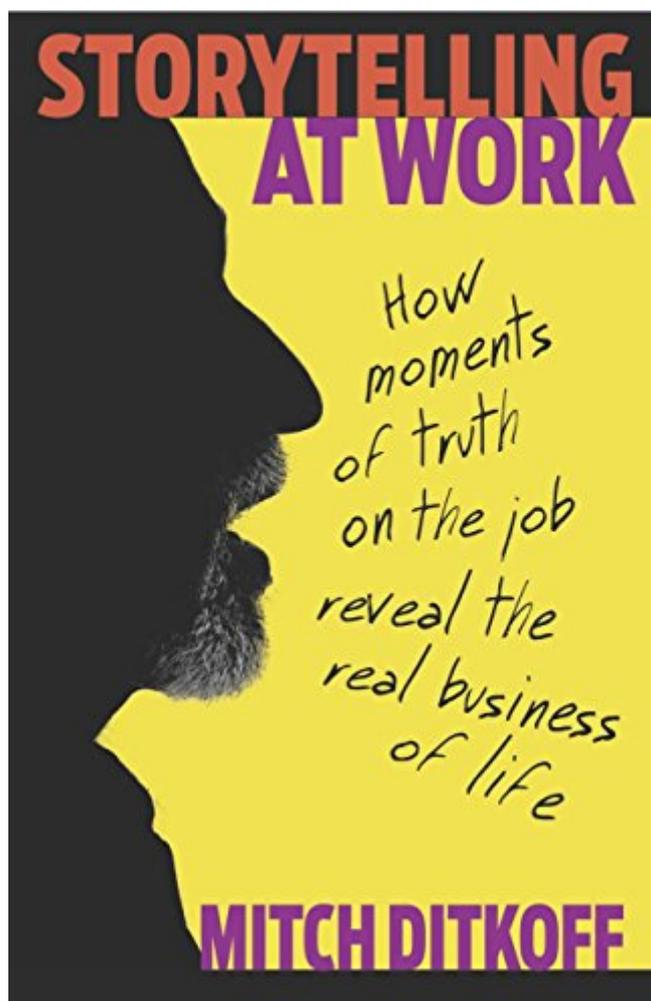


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# Storytelling At Work: How Moments Of Truth On The Job Reveal The Real Business Of Life



## Synopsis

Storytelling at Work is a groundbreaking book about the power of personal storytelling to spark insight, meaning, and innovation — especially in the modern day workplace where data and information have too often supplanted knowledge and wisdom. The author of the book, Mitch Ditkoff, has been an innovation provocateur to some of the world's most forward thinking organizations since 1987 and has come to realize that the single most effective way to jump start wisdom in the workplace is via the sharing of well told stories — first person moments of truth that have embedded within them the DNA of what it really takes to be a positive force for change, on or off the job. Part One of Storytelling at Work includes 37 of the author's own stories from the front lines of business, both as the Co-Founder of Idea Champions — a leading innovation consultancy — and earlier in his life, as a young entrepreneur trying to find his way in the world. The stories are entertaining, evocative, and mind opening. Each one is followed by a brief reflection — a simple way for readers to apply the message of the story to their own lives. Part Two of the book is a collection of 16 essays on the art and science of storytelling, a thought provoking exploration of why stories are such a powerful communication medium and how the reader can make best use of stories to have the most possible positive impact on others. "I truly LOVE this book! Mitch Ditkoff has delivered a modern classic on how to communicate with wisdom. Kudos!" — Rowan Gibson, author of The Four Lenses of Innovation "Storytelling at Work is filled with Eureka moments that will spark your creativity and ignite your motivation. Original and deeply insightful!" — Marshall Goldsmith, author of Triggers, a New York Times and Wall Street Journal #1 bestseller — Mitch Ditkoff's powerfully written book shows us how storytelling, well done, humanizes the world of work and helps us tune into the deep well of timeless wisdom within." — Tim Gallwey, author of The Inner Game of Tennis

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## Customer Reviews

â œStorytelling at Workâ • by Mitch Ditkoffâ œIn most organizations, information is no longer sufficient to spark change. Data is no longer king. Thinking takes us only part of the way home. Itâ™s feeling that completes the journey, feeling and the courage to communicate our message in a fresh, new way.â • p. 59As with any decent book, there are reasons to read it; as with some, there are also good reasons to have it. I got my first (we have five now, Christmas gifts) copy of Mitch Ditkoffâ™s storytelling book at his workshop in Woodstock on workplace storytelling. It was a couple of weeks before the book was officially launched. The event was November 10, Tuesday evening. Three days later, Friday afternoon, the world watched as mis-wired humans under the influence of ISIS killed 130 people in Paris. It had been a long day for me by the time I sat in bed to turn off the lights. I needed a story to digest the day and properly turn its page. By my bed, among a goodly herd of books, the Bible and Ditkoff were looking at me, each book, as Ditkoffâ™s states on his cover, offering to show â œhow moments of truth on the job reveal the real business of life.â • I chose Ditkoff; I needed something new to match the news. And turning to the bookmark where I had left off two days earlier, I saw this arresting title: â œThe Afghani Cab Driver.â • As you can sense even from the title, this story was timed well, but you need the story itself to see how it was a perfect dressing for the wounds of that particular day, and if it werenâ™t a spoiler, I would talk about it now. But that is how the book can work. There is a story, even as I have told a little one here, and it fits into some piece of work or part of the life of a real fellow, making his way in the world.

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