

## Storytelling: organizational development

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### Abstrak

A good story is often just the right method to effectively convey a message that supports an overall leadership communication plan. This issue explains how leaders can develop and use the art of storytelling to establish rapport, to enhance teamwork, and to send a message people will remember. It covers a step-by-step process to help incorporate storytelling in organizations. Also included is a case study based on the use of storytelling at Bell Atlantic and a job aid on story capturing and storytelling feedback.