



Storytelling at Work: How Moments of Truth on the Job Reveal the Real Business of Life (Paperback)

By Mitch Ditkoff

Idea Champions, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.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 -...



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