

Lori L. Silverman

— “Wake Me Up When
the Data Is Over”

How Organizations Use Stories
to Drive Results

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— Contents

Foreword	xi
<i>Karen Dietz</i>	
Preface	xiii
Introduction	xvii
<i>Sylvia L. Lovely</i>	
Part One How Organizations Are Using Stories in Day-to-Day Operations	1
1 How Can I Help You? Service with a Smile—and a Story	3
<i>Susan Stites</i>	
2 Put Your Money Where Your Mouth Is: Unleashing the Power of People Through Stories	18
<i>Marcy Fisher</i>	
3 We Need More <i>We</i> and Less <i>Me</i> : How Stories Build Teams and Teamwork	33
<i>Susan Osborn, Marcy Fisher</i>	
4 You Get What You Give: Leadership in Action Through Stories	47
<i>Lori Silverman</i>	
5 Are We On Track? How Stories Impact Project Management	62
<i>Denise Lee</i>	
6 Who Said Money Is Everything? Story Is the New Currency in Financial Management	78
<i>Alicia Korten, Karen Dietz</i>	

7	We've Never Done It This Way Before: Prompting Organizational Change Through Stories <i>North McKinnon</i>	93
Part Two: How Organizations Are Using Stories Strategically		109
8	The Sky Is Falling: When Difficult Times Call for a New Story <i>Michael Margolis</i>	111
9	Why Are We Here? Stories That Define Us <i>Evelyn Clark</i>	126
10	I Can See Clearly Now: Bringing Strategy Alive Through Stories <i>Madelyn Blair</i>	141
11	The Fog Is Lifting: Seeing Connections to Marketing and Marketing Research Through Stories <i>Steven N. Silverman, Susan J. Moore</i>	156
12	What's in a Name? How Stories Power Enduring Brands <i>Ashraf Ramzy, Alicia Korten</i>	170
Part Three Moving Stories into and Across the Organization		185
13	It Pays to Be a Pioneer: Blazing a Trail for Stories <i>Lori Silverman</i>	187
14	What Do You Suggest We Do? Finding Answers and Ideas in Research <i>Jo Tyler</i>	202
15	There Are Five Sides to Every Story: Which Are You Missing? <i>Lori Silverman</i>	214
	Tell Me Your Story	231
	Appendix 1 About the Interviewees	233
	Appendix 2 About the Contributors	243

Contents

ix

References	251
Suggested Resources <i>Joanna Truitt</i>	257
Acknowledgments	269
About the Editor	271
Index	273