



The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative (J-B US non-Franchise Leadership)

Stephen Denning

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How leaders can use the right story at the right time to inspire change and action

This revised and updated edition of the best-selling book *A Leader's Guide to Storytelling* shows how storytelling is one of the few ways to handle the most important and difficult challenges of leadership: sparking action, getting people to work together, and leading people into the future. Using myriad illustrative examples and filled with how-to techniques, this book clearly explains *how* you can learn to tell the right story at the right time.

- Stephen Denning has won awards from *Financial Times*, The Innovation Book Club, and 800-CEO-READ
- *The* book on leadership storytelling shows how successful leaders use stories to get their ideas across and spark enduring enthusiasm for change
- Stephen Denning offers a hands-on guide to unleash the power of the business narrative.

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