



The Strategic Use of Stories in Organizational Communication and Learning

Terrence L. Gargiulo, Organizational Behavior Consultant

Designed for students and practitioners in the fields of organizational behavior and human resource training and development, this groundbreaking book presents a cutting edge approach to improving organizational communication. Drawing on his extensive experience as an organizational development consultant and group process facilitator, Terrence Gargiulo shows how the use of storytelling is the key to effective communication and learning.

“The most meaningful conversations are full of memorable stories. Terrence Gargiulo proceeds to prove just that in his latest work on the basic principles of good communications behavior. The stories he tells us, through interviews with five insightful people, are amply supported by the latest theory and practice. But the real joy and value can be found in the practical exercises that he uses to show us how to become more human while becoming more productive in our daily lives. There's nothing soft and fuzzy here, just solid tools joined to real examples of people reaching out to others to get the job done. If you want to understand others and need them to understand you, read this book now.”

– *Victor Bako, Project Manager, Zeiders Enterprises, Inc.*

“As a tribal leader uses stories to pass along a village's history and traditions, so can organizational leaders inculcate the kind of behavior that leads to superior outcomes. Terrence Gargiulo has made it easier to build a workplace that serves everyone by reminding us of basic human qualities we all inherit and rarely use: attending, listening, and reflecting. Without standing on a soapbox, he exhorts us to be our best by lowering the noise level, slowing our forward motion and finding a place to think through who we are and what we are trying to accomplish. Once we've caught our breath, he shows us how to become more aware and to use that awareness to change our behavior for the better. Each chapter provides insights and guidelines needed to move ahead. This is a book for those who are looking for real change today and tomorrow, not next year.”

– *Jamie Douraghy, President, Artisan Creative*

“Many times, our stories go unheard because of the constant noise surrounding us. Gargiulo's research outlined in this book provides more than just techniques for spinning corporate tales. For the first time, we have become storytellers with tools to transform the deceptively simple power of stories into something grand.”

– *Lynne Ellyn, Senior Vice-President & CIO, DTE Energy*

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HARDCOVER INFORMATION

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