



Stories at Work

Using Stories to Improve Communication and
Build Relationships
Terrence L. Gargiulo

Description

Terrence Gargiulo boldly states: "If a picture is worth a thousand words, a story is worth a thousand pictures." One of the most ancient forms of communication, storytelling is now being recognized as a powerful tool in business and other facets of life. Gargiulo argues that stories are fundamental to the way we communicate, learn, and think; they are the most efficient way to store, retrieve, and convey information. In *Stories at Work*, he demystifies how and why stories are so effective, and demonstrates how stories can be applied in organizations and our personal lives to influence behavior, persuade, entertain, solve problems, effect change, generate creativity, and promote shared understanding.

Gargiulo defines several key functions of stories, including "empowering the speaker," "negotiating our differences," and "promoting healing," illustrated through dozens of colorful examples. Step-by-step exercises and instructions provide readers with the tools to: discover their wealth of personal experiences; transform their experiences into re-usable stories; develop an indexing scheme for retrieving stories; and leverage stories in a variety of settings. Ultimately, *Stories at Work* offers readers the opportunity to develop a repertoire of stories to enhance their communication skills and develop dynamic, productive, and effective relationships.

Author Information:

TERRENCE L. GARGIULO is an international speaker, author, organizational development consultant, and group process facilitator, based in the San Francisco area. A recipient of *Inc.* magazine's Marketing Master Award, his clients include General Motors, Merck, Raytheon, Coca-Cola, and the U.S. Coast Guard. A regularly featured speaker at conferences of the International Society for Performance Improvement, the American Society for Training and Development, and the Academy of Management, he is the author of *Making Stories* (Quorum, 2002) and *The Strategic Use of Stories in Organizational Communication and Learning*, and co-author of *On Cloud Nine: Weathering the Challenge of Many Generations in the Workplace*.

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