Story telling

Storytelling is used in organisations as a communication tool to share knowledge with inspiration. The language used is authentic (experience, not fact oriented); it is the narrative form that most people find interesting and attractive. Storytelling has of course existed for thousands of years as a means of exchanging information and generating understanding. However, as a deliberate tool for sharing knowledge within organisations it is quite recent but growing very rapidly, to the extent that it is becoming a favoured technique among an increasing number of management consultants.

SDC – Knowledge Management Toolkit

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How to go about it as a storyteller?

1. Be clear about the key message of your story.
2. Build your story on an own experience. Note keywords. What is the lesson learned?
3. Tell your story. Build an atmosphere of curiosity. Use a dramatic voice. Observe your listeners.
4. If indicated, relate your story to the topic discussed.

How to go about it as a listener / interviewer?

1. Warm up. Show your interest.
2. Listen closely, be receptive and comprehending.
3. Hear the story out; ask questions only at the end.

More information: www.daretoshare.ch

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