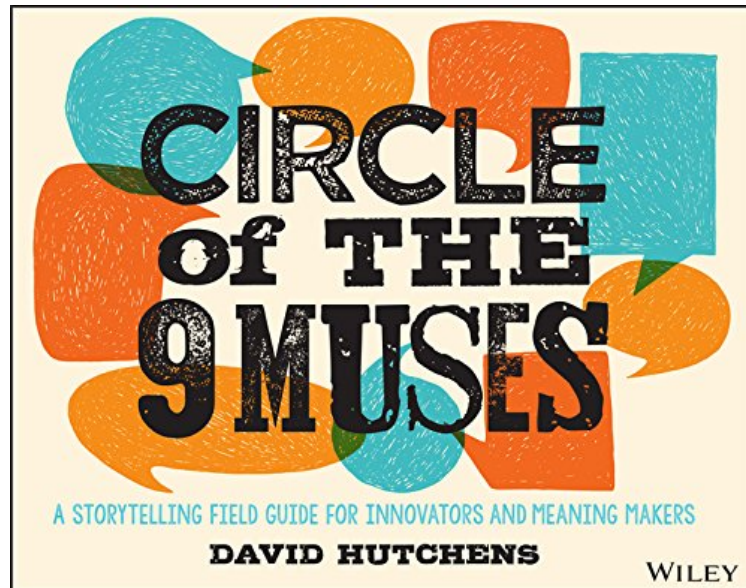


Circle of the 9 Muses: A Storytelling Field Guide for Innovators and Meaning Makers

David Hutchens

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David Hutchens : Circle of the 9 Muses: A Storytelling Field Guide for Innovators and Meaning Makers before purchasing it in order to gage whether or not it would be worth my time, and all praised Circle of the 9 Muses: A Storytelling Field Guide for Innovators and Meaning Makers:

0 of 0 people found the following review helpful. A True Field GuideBy Jeffrey M. RockI love nature and have field guides for birds, mammals, trees, mushrooms, you name it. They are worn from constant use and I am energized whenever I pick them up and start flipping through. And so it is with Circle of the 9 Muses. Storytelling itself is ancient but storytelling in business and as a tool for change is still evolving. David Hutchen's book is a thoughtful, well-organized collection of wisdom, ideas, tools, tips, and exercises that apply to virtually any organization. The contributors, partners, and friends are among the best, brightest, and most experienced people in the business storytelling community. Anyone in leadership, change management, organizational development, business incubation, or startups will find this book to be an invaluable resource.3 of 3 people found the following review helpful.

Immersion in Business StorytellingBy Ruth NagelThe author immerses readers in storytelling for business purposes, explaining the narrative arc, use of sensory details, archetypes, and so on. He also gives lots of ideas and activities for eliciting and improving stories. Companies want engagement, and storytelling is a powerful way to create it.

Employees, employers, and writers would benefit from reading this book. Lots of visuals also engage readers.3 of 3 people found the following review helpful. Fresh, practical, specific, and engagingBy Madelyn BlairI have been reading books about story and storytelling for about 20 years. I was involved in some of the earliest experiments in using storytelling in business settings to explore organizational issues and put on international conferences on the subject for 10 years. This early time was when everyone was creating techniques, activities, methods for using storytelling even when we didn't quite know why storytelling in business was the right thing to do;except that our hearts told us to keep on going. So, when I tell you that I usually don't find new insights in books on this

subject, I hope you will believe me. Which is why when I tell you that David's book is different, I hope you will believe me, too. (Truth in advertising—some of my techniques are featured in the book.) There is a freshness about his work that probably comes from the fact that he has talked with or read just about every person who could contribute to this topic. It also comes from the fact that David has a style that just pulls you in and keeps you there. I found myself making notes to go back to something the next time I run a retreat. I found myself laughing. I found myself crying. David is a wonderful writer as he tells the story of how to use story. This book is clear. It lays out many ideas about how to use story effectively in a manner that is practical and specific at the same time; yet always inviting. The detail advice is unique. For example, how to ask people to share a story demands just the right kind of prompt. I have never read such a careful treatment of this essential skill. Novice and pro alike will find that section of enormous value. And that's just one example. If you have been trying to decide if this is the book on story that you have been waiting for, this is it. If you have been trying to decide if you should buy yet another book on using story, this is it. David's knowledge, his intellect, and his passion are on every page.

The action-based guide to powerful, influential organizational storytelling *Circle of the 9 Muses* captures the best practices of the world's most influential story consultants and knowledge workers to help you find, tell, and draw value from your organizational stories as impetus for action. This rich toolbox is loaded with fun, graphical instructions and dozens of unique, replicable, and facilitated processes that require no special training or expertise. You'll discover your organization's hidden narrative assets, use different templates and frameworks to tell the stories of your past, present, and future and then draw team members into rich meaning-making dialogue that translates into action. These activities can be exercised in endless permutations, and expert advice steers you toward the right activity for a specific purpose, including managing change, setting strategy, onboarding, defining the brand, engaging supporters or customers, merging cultures, building trust, and much more. Organizational storytelling is a powerful managerial tool and an essential change management technique. This is about your influence as a leader. Knowing the right story to tell and how to deliver it effectively gives you and your organization enormous influence, and helps connect employees to strategy by providing understanding, belief, and motivation in their personal contribution. This book is the ultimate field guide to becoming an influential storyteller, with concrete, actionable guidance toward all the storytelling fundamentals. Identify your organization's "narrative assets" Craft an elegant, well-constructed organizational story Capture, bank, and share stories with extraordinary engagement Facilitate a dialogue to draw out meaning and induce change The growing interest surrounding organizational storytelling has many change agents focused on "trying to tell better stories," but goals are useless without a plan of action. *Circle of the 9 Muses* helps you weave narrative wisdom into organizational development activities, engaging employees and driving change.

From the Back Cover **GET THE WORD OUT WITH THIS ACTION-BASED GUIDE TO ORGANIZATIONAL STORYTELLING** *Circle of the 9 Muses* offers any leader a guide for finding, telling, and drawing value from their organization's unique stories. Once your stories are refined and voiced they offer inspiration to those both inside and outside your company to become springboards to action. Written by David Hutchens with contributions from the world's most influential story consultants and knowledge workers, this vital resource includes a step-by-step guide for creating powerful and transformative stories and contains the best practices of organizational storytelling. The ideas presented have been developed, tested, and refined in the practices of some of the most innovative business and social initiatives of our time. With this practical guide, storytelling can become a powerful managerial asset in your management toolbox. Hutchens reveals which stories are the right ones to tell and clearly shows how stories can bring employees, customers, and other partners together. Filled with illustrative examples and helpful templates, this innovative road map explains how stories can connect with your company's most urgent initiatives such as change management, knowledge management, culture and identity, engagement, branding, innovation, attracting talent, articulating vision and purpose, generating marketplace support, and more. *Circles of the 9 Muses* offers concrete and actionable guidance for understanding and mastering the most effective storytelling techniques. This book is your ultimate field guide to influential storytelling. About the Author David Hutchens is an author and creator of learning experiences for organizations around the world. He lives in Nashville, Tennessee. Learn more at www.DavidHutchens.com