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Storytelling: An Administrator's Tool?

Abstract

In today's increasingly impersonal and technological world, one of the oldest methods of teaching and leading is making a comeback: storytelling. Once this was a primary means of communication; today it can be an effective way to engage people in a common endeavor, build a learning community, and influence and effect change. For leaders, storytelling that illustrates and explains can be a powerful means of sharing a vision for a cause or organization and of engaging associates and employees in being the best they can be. It's the perfect antidote to meaningless generalizations and impersonal or scientific jargon.

Barbara J. Jamison, David T. Boyd, and Sanithia C. Boyd
