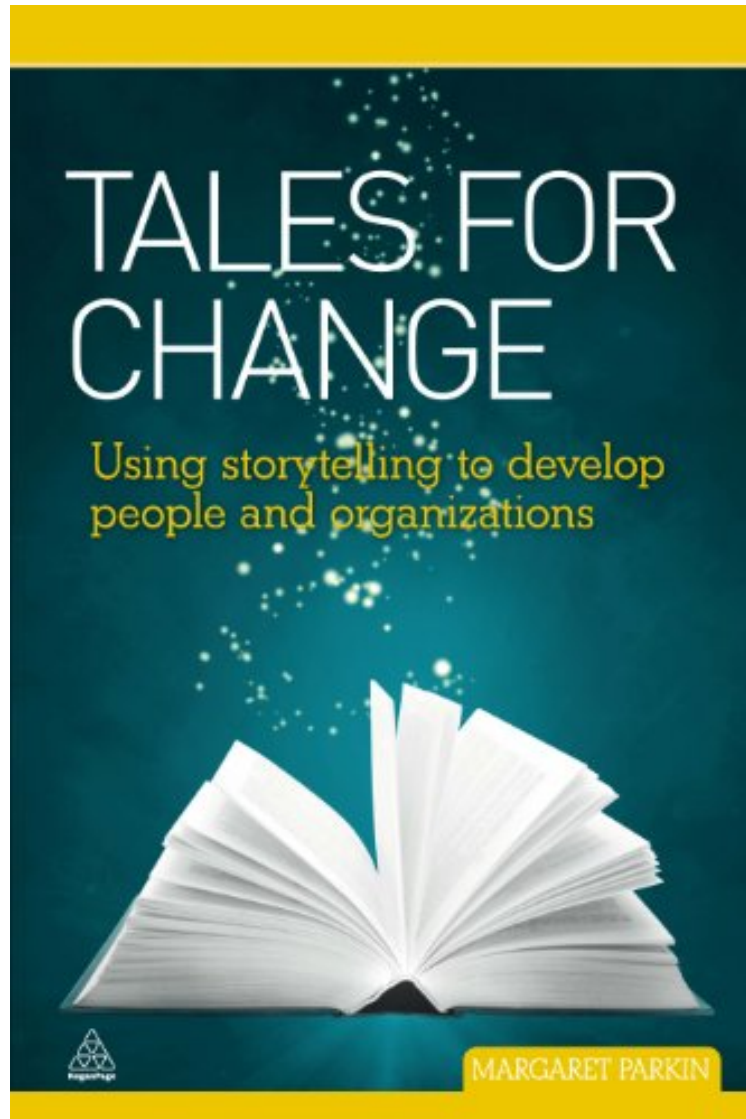


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Tales for Change: Using Storytelling to Develop People and Organizations

Margaret Parkin

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Prince, from Machiavel... seriously! And it's not even a story, it's an advice/guidance given by Machiavel. Do not waste your money on this book. It's not worth it. I wish I could have my money back. 3 of 3 people found the following review helpful. Insightful! By Rolf Dobelli A book of tales must rise or fall on the quality of the stories it presents. And in that regard, this storybook earns a mixed report card. Most of the stories are clear and pithy, although some hint at change without being directly related to it. A case in point is "The Old Man and his Grandson," a brief moral tale about the need to demonstrate empathy and the fact that everyone grows older. Other stories, however, are perfectly apropos and even come with a hint of humor to prod listeners to accept change. Unnervingly, some of the less engaging stories come from author Margaret Parkin's personal experiences. On the other hand, her informative introduction makes a compelling case for the power of narrative in introducing and abetting transformation. She supplies excellent questions for further study after each story to keep the discussion on point. Overall, we recommend this book to those who would like to add a few new anecdotes to their quiver. If just one helps spur your organization be more flexible, that will be a success story worth telling.

storytelling is not just the province of children, stories can be used to re-frame and re-size problems and provide useful metaphors for the boardroom, office and individual. Showing you how and when to use stories to maximum effect, Tales for Change will immediately help managers, trainers, educators and coaches to reinforce key messages or stimulate fresh thinking. The book includes 50 tried and tested tales that can be used in a change management context. These tales can be used to communicate ideas, aid memorable learning, encourage brainstorming sessions, develop training and reflection as well as help those involved to cope with the stress of change, increase emotional intelligence levels and increase creativity.

"[A] compelling case for the power of narrative in introducing and abetting transformation. [Parkin] supplies excellent questions... after each story to keep the discussion on point." -- getAbstract.com