



# Tales for Change: Using Storytelling to Develop People and Organizations

*Margaret Parkin*

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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.

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