

Introducing organisational storytelling into your organisation.

A checklist for business leaders

- ✓ Introduce organisational storytelling attached to a current business issue.
- ✓ Formalise the organisational storytelling process and provide leaders training so they can skilfully apply it.
- ✓ Give leaders the opportunity to practice their stories and to obtain feedback.
- ✓ Create a culture that supports the use of organisational stories – via role modelling and training.
- ✓ Develop formal and informal strategies for story sharing among leaders.
- ✓ Use a structured approach to capture stories from leaders and then find multiple channels to relay stories to other leaders, employees and customers.
- ✓ Provide leaders with the tools, techniques and time to effectively story listen.