



# Telling the Story: The Heart and Soul of Successful Leadership

*Geoff Mead*

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## **How to master the art of narrative leadership**

*Telling the Story* shows how leaders affect our understanding of what is possible and desirable through the stories they tell. It opens a door into the world of narrative leadership: what stories are and how they work; when to tell a story and how to tell one well; and how the language and metaphors we use influence our actions and change how we think about the world.

- Explains how narrative leadership shapes and defines what's possible on an organizational level
- Written by a renowned consultant on the art of narrative leadership
- Challenges leaders to consider how narrative can influence and help create the kind of society they envision

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