

1. Record Nr.	UNINA9910412146703321
Autore	Erlach Christine
Titolo	Narrative Organizations : Making Companies Future Proof by Working With Stories // by Christine Erlach, Michael Müller
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2020
ISBN	3-662-61421-9
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (219 pages)
Collana	Management for Professionals, , 2192-8096
Disciplina	302.35
Soggetti	Public relations Leadership Intercultural communication Organization Planning Corporate Communication/Public Relations Business Strategy/Leadership Intercultural Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction: Storytelling, Storylistening, and the Stories About Your Boss -- PART I: THE NARRATIVE SIDE OF ORGANIZATIONS -- Stories: What Organizations Are Made Of -- The Cartography of Narrative Organizations -- Why the Future Belongs to Narratively Competent Organizations -- INTERMEZZO: CLEARINGS IN THE JUNGLE OF NARRATIVE TERMS -- PART II: CHANGE, TRANSFORMATION, AND RENEWAL -- Rabbit Holes to Narrative Organizations -- Narrative Interviews: The Big Stories -- The Storylistening Workshop: Sharing Experiences -- Event Curve: Identifying Central Experiences -- Learning Histories: Learning from Multiple Perspectives -- Core Story: Finding a Common Denominator -- Case Study: Storytelling in the Press and Public Relations at Porsche AG -- Narrative System Map: Analyzing the Culture of Organizations -- Case Study: Narrative Knowledge Transfer with Leaving Experts -- Actants: Establishing the Field of Relational Forces -- Springboard Story: Using Stories to Win

Over People -- 90 Second Backstory: Saying a Lot in a Short Time -- Working with Metaphors: Building Parallel Worlds -- Case Study: Storytelling for Urban Development in Bad Bergzabern -- Narrative Change Architecture: Making Change Accessible -- Narrative Strategy Development: Narrating the Path toward the Future -- Case Study on Future Stories: A Narrative Change Process at the Vorarlberger Kinderdorf -- Epilogue: Five First Steps to Become a Narrative Organization -- The Elixir: Seven Classics on the Narrative Perspective.

---

Sommario/riassunto

This book shows how to work with stories and narrative approaches in almost all fields of action of a company, and demonstrates the added value resulting from a holistic narrative perspective. The authors take thereby a practice-based perspective from the viewpoint of managing directors, the C-suite, organizational developers, corporate communicators and advisers with a rich description of the methods and implementation. By the employment of these narrative methods, leadership styles, communication, knowledge and change management can be planned in such a way that on the one hand the identity-core of the enterprise remains always apparent and on the other, the organization can develop in an agile fashion into the future. .

---