



Telling the Story: The Heart and Soul of Successful Leadership

By Geoff Mead

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Telling the Story: The Heart and Soul of Successful Leadership By Geoff Mead

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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Editorial Review

Review

With Mead's experience running a narrative leadership consultancy, the book is an insightful contribution to the field of leadership. (Elite Business, May 2014) Mead's tips on how to speak clearly and honestly are as good as anything on the market, and this book is as rich and absorbing as the most compelling yarn. (People Management, June 2014) it does a good job of explaining how the language and metaphors that we use through the telling of stories can influence our actions, and change how we and others think about the world. (Talk Business, June 2014) This book sets out a solid foundation for the role and position of story-telling and weaves it into a modern narrative around leadership explaining how the oft-over-looked human elements of organizational leadership can be sustained through the sense-making of stories. (Developing Leaders, August 2014) an informative and interesting book for leaders and management consultants wanting to expand their horizons to include story and storytelling in their toolkits. (Facts & Fiction, August 2014)

From the Inside Flap

"Mead's book makes me feel hopeful and inspired about the future, and my own role in helping to shape it. His grounded, practical wisdom reminds us that stories have always been the way forward for humanity, and it is time for us to take more concerted action to counter the dominating master narrative of our most recent history. You will find his words a balm for the soul, evoking a meaningful walk in the woods with a wise elder."

—**Doug Paxton, Faculty and Co-Director of the Leadership Center, Saint Mary's College of California**

"The title of this book says it all, this is a heart-felt and soul-full book taking us on a journey where we can discover ourselves and achieve leadership success. It is only by finding and acknowledging our authentic truth that we can inspire others to follow. If you want to find out what it takes to be an inspiring and successful leader, step into this world of story."

—**Jacob Tas, Executive Director of Operations, Action for Children**

"In many spheres of my life, I have learnt that getting the basics right is the platform on which success is built. Geoff's book turns the spotlight on one of the basic activities of leaders and leadership teams - that of storytelling. The book comprehensively covers the theoretical and practical aspects of storytelling. The case studies and associated experiences of other leaders provide rich detail and inspiration. The book is a catalyst for self-improvement which in turn produces better organizational outcomes and a more successful future."

—**Sir David Varney, Formerly-Chairman O2, CEO BG, Commissioner HMRC**

"This is surely a 'must read' for anyone in a leadership role (which is pretty much everybody!). Geoff's ability to explain narrative leadership is unsurpassed and his passion for storytelling comes through loud and clear in his writing. Understanding and using narrative has completely transformed my approach to leading an organization and influencing others with great success."

Telling the Story will inspire you and equip you to use your inherent storytelling ability to influence those around you in a powerful and memorable way. I could not recommend this book more highly!"

—**Libby Hackett, Chief Executive, University Alliance**

From the Back Cover

Telling the Story opens a door into the world of narrative leadership, showing how leaders affect our

understanding of what is possible and desirable through the stories they tell and embody.

This book will help executives, managers and concerned citizens to identify what stories are and how they work; when to tell a story and how to tell one well. It offers a challenge to consider the purposes behind our stories: what are we leading for? It will help practitioners identify their own authentic story and use this to lead convincingly.

Using tips, exercises and examples, *Telling the Story* will help leaders build on their own current practices using the vital art of narrative leadership.

This book is both practical and thought-provoking, to encourage leaders to consider the big stories of our time and how we can use our own stories to create and take responsibility for the kind of future we want.

"Geoff Mead is a master of both the theory and practice of narrative leadership. *Telling the Story* is refreshing in its frankness and insight. It left me feeling challenged, energized and inspired to think about the stories I want to live and tell through my own leadership. Wonderful reading for anyone who wants to enhance their positive impact on the world."

—**Lindsay Levin, Founder and Managing Partner, Leaders' Quest**

Users Review

From reader reviews:

Marc Starr:

Now a day those who Living in the era exactly where everything reachable by connect to the internet and the resources within it can be true or not need people to be aware of each details they get. How people have to be smart in getting any information nowadays? Of course the reply is reading a book. Reading a book can help individuals out of this uncertainty Information particularly this *Telling the Story: The Heart and Soul of Successful Leadership* book as this book offers you rich facts and knowledge. Of course the knowledge in this book hundred percent guarantees there is no doubt in it everbody knows.

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