



Storytelling (German Edition)

M. Westphal

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Storytelling, das Erzählen von Geschichten, entwickelt sich zu einem erfolgreichen Mittel für die Weitergabe von Wissen innerhalb von Organisationen. Storytelling ist häufig die effektivste Methode zur Weitergabe von Erfahrungen und/oder Wissen, da Grafiken ablenken, Prosatexte nicht gelesen werden und die Erarbeitung von Lösungen im gemeinsamen Dialog zu aufwendig ist. Insbesondere im Rahmen von Change Management Projekten empfiehlt sich Storytelling als ein ideales Werkzeug.

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