



# Storytelling at Work: How Moments of Truth on the Job Reveal the Real Business of Life

*Mitch Ditkoff*

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*Storytelling at Work* is a groundbreaking book about the power of personal storytelling to spark insight, meaning, and innovation – especially in the modern day workplace where data and information have too often supplanted knowledge and wisdom. The author of the book, **Mitch Ditkoff**, has been an “innovation provocateur” to some of the world’s most forward thinking organizations since 1987 and has come to realize that the single most effective way to jump start wisdom in the workplace is via the sharing of well told stories – first person “moments of truth” that have embedded within them the DNA of what it really takes to be a positive force for change, on or off the job.

Part One of *Storytelling at Work* includes 37 of the author’s own stories from the front lines of business, both as the Co-Founder of Idea Champions – a leading innovation consultancy – and earlier in his life, as a young entrepreneur trying to find his way in the world. The stories are entertaining, evocative, and mind opening. Each one is followed by a brief reflection – a simple way for readers to apply the message of the story to their own lives. Part Two of the book is a collection of 16 essays on the art and science of storytelling, a thought provoking exploration of *why* stories are such a powerful communication medium and *how* the reader can make best use of stories to have the most possible positive impact on others.

"I truly LOVE this book! Mitch Ditkoff has delivered a modern classic on how to communicate with wisdom. Kudos!"

—**Rowan Gibson, author of *The Four Lenses of Innovation***

"Storytelling at Work is filled with Eureka moments that will spark your creativity and ignite your motivation. Original and deeply insightful!"

—**Marshall Goldsmith, author of *Triggers*, a *New York Times* and *Wall Street Journal* #1 bestseller**

“Mitch Ditkoff’s powerfully written book shows us how storytelling, well done, humanizes the world of work and helps us tune into the deep well of timeless wisdom within.”

—**Tim Gallwey, author of *The Inner Game of Tennis***

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