

# [The analyses is set to drive business](https://assignbuster.com/the-analyses-is-set-to-drive-business/)

The other of this chapter is Stephen Denning.

He believes andargues that if a narrator chose his or her appropriately, it can help a leaderto get concepts in which he can use to transform his /her organization, he putemphasize that there is need to know the narrative strategies which areappropriate for the right purpose for specific circumstances. He believes that a power of narrative if the one which particularto a certain mindset and its analyses is set to drive business thing to itslisteners, it offers motivation as well as motivating. Any storyteller shouldcritically differentiate corporate from the general world and he should makesure that he is more succinct. That is, he should make all points secondsrather than in minutes to avoid boredom. It should always visualize actionsHe gives caution about the so-called positive stories. He feelsthat people are able to learn more from their mistakes instead of their successes.

The form of the story is basically determined by its purpose. The stories thatimpact knowledge in most cases have negative overtones instead of positive. Heargues that both boring and negative stories have a role to play and theyshould not be despised.  Storytelling is seen toimpact a powerful route to people’s imaginations.

He finds out that a storythat is basically designed to change people, has a tendency of invoking futureas well as identifying direction. He singles out the roles of storytelling, these include; communicating whom you are, transmitting values, fosteringcollaboration, sparking action just to mention but a few. In conclusion, it’s not desirable to have complex stories whichhave all the elements but adds no value to the organization larders. But it iswholesome to have storytelling techniques which you are quite sure will meetyour wish of transforming people in a certain situations or circumstances. Leaders who had strong doubts about storytelling will come to realize how the creativeefforts reward. Discussion questionWhy do you think Stephen Denning is much opposed to positivestories?