

<<事后警醒>>

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## 内容概要

Do you wish you could more fully engage your employees? Or reduce turnover by 25% or more? Do you need to quickly align staff around the organization's long-term strategy? Or achieve double-digit growth? Then this groundbreaking book is for you. *Wake Me Up When the Data Is Over* includes real-life examples from over 70 respected organizations, small and large, representing a multitude of industries, using stories to drive results. Leaders from organizations such as Microsoft, Lands' End, Verizon, the U.S. Air Force, and World Vision demonstrate the strong positive influence stories can have. No abstract theories or platitudes are conveyed here. The book spells out how Kevin Roberts, CEO worldwide of Saatchi & Saatchi, achieved sustained sales growth after several mergers and downsizings caused the organization to fall on hard times. It also shows how Erik Shaw, president and CEO of FivePoint Federal Credit Union, overcame resistance to an organizational name change, resulting in membership growth exceeding the national average. In this hands-on guide, learn how stories can be used to: Get employees to take action Accelerate knowledge acquisition and organizational change Solidify individual and team working relationships Provide exceptional customer service Increase the visibility of your organization Drawing on interviews with 171 public and private sector leaders, this book goes beyond storytelling to reveal five keys to making stories work for you: how to find existing stories, dig into them to uncover hidden patterns and themes, select those stories that need to be reinforced, craft memorable stories, and embody stories to positively impact people's attitudes, thoughts, and behaviors. It also includes proven tools and techniques that will help you sharpen these skills. 作者简介 : Lori L. Silverman is the owner of Partners for Progress, a management consulting firm. As a business strategist, she has consulted with organizations in fifteen industries including financial services, insurance, manufacturing and petroleum companies, government entities, and professional associations. As a keynote speaker, Lori has positively impacted the lives of thousands of people. She has appeared on over fifty radio and television shows to speak about using stories in the workplace and is the co-author of *Critical SHIFT* and *Stories Trainers Tell*. You can reach her at [lori@partnersforprogress.com](mailto:lori@partnersforprogress.com) and through [www.partnersforprogress.com](http://www.partnersforprogress.com).

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