

Section I

CONCEPTUAL REVIEW

INTRODUCTION

Discussing storytelling within the context of knowledge management requires a careful delineation of several foundational concepts to have a clear picture of the complex possibilities that emerge from the intentional use, and application, of stories to enhance the operational input of an organization. In three chapters, this section provides a deep exploration of the concept and the practice of storytelling within the context of knowledge management, and with a focus on how competencies and skills can significantly impact the value storytelling brings to an organization.