

Section IV

LESSONS AND TAKEAWAYS

INTRODUCTION

The arguments and analyses in this book provide a significant contribution to a discussion that was severely lacking in the domain of organizational storytelling. It provides the foundation for future considerations on the approaches and strategies most appropriate to implement storytelling in an organization, and it elevates the discussion from a curiosity-based approach that may provide organizational value, to an approach that is mediated by deep research and practical application. There are some important lessons, however, that can be derived from this analysis to suggest what an individual or group should do when embarking on a storytelling project that supports organizational agility through innovative knowledge sharing.