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interesting story.

So where do we begin learning to craft our personal stories and the stories about our organization?

This set of books is the second half of my favorite books on storytelling for personal and business use. Each one is unique and offers tremendous insights into the world of storytelling. If you missed the first set of books, you can find them in the previous post.

7 More Books to Help You and Your Organization Become Better Storytellers

1. [Wake Me Up When the Data is Over: How Organizations Use Storytelling to Drive Results](#), Lori Silverman

Of all the 14 books listed, this one is the most comprehensive books on organizational storytelling. "Wake Me Up" gives the reader dozens of examples on how to discover, craft and increase the use of stories within an organization. The book is divided into three parts: how stories are being used, specific applications and finally, advice on integrating stories into specific business needs. It's definitely worth reading several times as it's packed with dozens of real-life examples covering just about every angle of storytelling.

2. [A Little Less Conversation: Connecting with Customers in a Noisy World](#), Tom Asacker
3. [Sandbox Wisdom: Revolutionize Your Brand with the Genius of Childhood](#), Tom Asacker

Confession time. I'm a huge fan of Tom's books. While some may say these books don't technically fall into the "storytelling" genre but more into the "marketing" arena, I'd quickly disagree. Tom magically weaves the concepts of brand loyalty, marketing, customer engagement and how we connect with people using the power of a simple story. Both books use fictional short stories that take us on a fun journey from "business as usual" to "business as it really should be." Like magic, these fictional stories and conversations quietly weave new ways for us to think about how we might begin approaching our own business practices. Ah, the power of a great story.



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