



La estrategia de la ardilla (Narrativa empresarial) (Spanish Edition)

Stephen Denning

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(SQUIRRELL INC.

Una fábula sobre el liderazgo a través de las parábolas)

Los relatos y las parábolas son una de las herramientas más poderosas para cambiar o reforzar la cultura de una organización. Stephen Denning nos demuestra en este libro cómo aplicarlos para hacer frente a los principales retos del liderazgo actual. ¿Cómo conseguir que las personas cambien? ¿Cómo hacer que trabajen en equipo? ¿Cómo liderar a la gente hacia el futuro? La pequeña comunidad de ardillas que nos muestra Denning encuentra en estas páginas la clave para generar la chispa del cambio. Junto a ellas, aprenderemos también cómo desarrollar seis tipos diferentes de relatos de alto valor en un contexto organizativo, y descubriremos el verdadero impacto de los relatos en nuestro trabajo y en nuestra vida personal. Un libro sugerente, nuevo y dinámico, que demuestra cómo la habilidad de explicar el relato correcto en el momento adecuado puede determinar el éxito de cualquier esfuerzo de cambio en la empresa.

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