



## Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results

Lori L. Silverman (Editor)

E-Book	978-0-787-98807-4	September 2006	<b>\$19.99</b>
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### DESCRIPTION

This book 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, 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.

### ABOUT THE AUTHOR

**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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