

Steve Denning

leadership innovation business narrative



“The relevance of your stories and your message was only matched by the energy of your delivery. You added a dimension to the program that I could not previously have envisaged.”

The Brookings Institution



“Steve Denning’s stories about stories have become legendary”

*Tom Davenport & Larry Prusak,
What’s The Big Idea?
Harvard BSP, 2003, page 190*



“Great visuals; very powerful ideas”

“Learned a new technique that I can immediately apply on a current project. Great speaker.”

IBM



”Hurray for this modern Aesop, who has provided his peers in management with a primer for the new millennium!”

James Donald Wilner



“His blend of humor and humility to make everyone in the audience believe he/she can be an effective storyteller.”

“Content and approach were inspiring!”

IBM



“Steve Denning...
a Renaissance man indeed!”

*Tom Davenport & Larry Prusak,
What’s The Big Idea?
Harvard BSP, 2003, page 191*

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Steve Denning, organizational storytelling *extraordinaire*, is the author of four books including *The Leader's Guide to Storytelling* (Jossey-Bass, 2005). Steve's article, Telling Tales was in *Harvard Business Review* in May 2004.

His forthcoming book, *The Secret Language of Leadership*, will be published by Jossey-Bass in September 2007.

From 1996 to 2000, Steve was the director of knowledge management at the World Bank.

Based in Washington DC, he now works with organizations in the U.S., Europe, and Asia on leadership, innovation, knowledge management and business narrative.

He is now a Senior Fellow at the James MacGregor Burns Academy of Leadership at the University of Maryland.

Steve was born and educated in Sydney, Australia. He studied law and psychology at Sydney University (Australia) and Oxford University (UK) and worked as a lawyer in Sydney for several years, before joining the World Bank, where he held many different management positions.

Steve is a Fellow of the Royal Society of Arts. He has published a novel and a volume of poetry.

Steve gives presentations and workshop on a variety of topics, including:

- Eight high-value patterns of business narrative
- The secret language of leadership
- Organizational storytelling
- Storytelling as a leadership tool
- Using narrative to spark change
- Narrative in marketing and branding
- Narrative techniques for selling
- Using narrative to establish & transmit values
- Using narrative to build high-performance teams
- Using narrative in Human Resources
- Wow them with PowerPoint (really!)
- How to make innovation happen

In November 2000, Steve was selected as one of the world's ten *Most Admired Knowledge Leaders* (Teleos)

In April 2003, Steve was ranked as one of the world's *Top 200 Business Gurus* by Tom Davenport and Larry Prusak in *What's the Big Idea?* (HBSP).

In November 2005, the Innovation Book Club selected *The Leader's Guide to Storytelling* as one of the *twelve most significant books on innovation* in the last few years.

Steve's clients include:

- GE
- IBM
- Shell
- Bristol Myers Squibb
- Deloitte
- McDonald's
- Unilever
- Nestle
- Nokia
- Oracle Corporation
- Meredith Corporation
- Xerox PARC
- World Bank, UNDP
- US Army, USAID
- California Workforce Association,
- The Brookings Institution,
- CIA, NSA, NIMA,
- Ministry of Foreign Affairs (Norway)
- Australian Federal Treasury

TO CONTACT STEVE:

Steve Denning
Washington DC
tel 202 966 9392 fax 202 686 0591
email: steve@stevedenning.com
web: www.stevedenning.com