


Chapter 6


Organizational Storytelling as a Tool for Culture, Connection, and Purpose

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ABSTRACT

In today's workplaces, organizational storytelling is a powerful tool for creating a sense of purpose, building relationships, and influencing culture. Organisational storytelling is a potent tool for creating a sense of purpose, building relationships, and influencing culture. This chapter examines the strategic use of storytelling to convey ideas, encourage participation, and maintain a unified corporate identity. It highlights how authentic stories enhance meaning, trust and belonging at all organizational levels drawing on leadership, organizational behaviour and positive psychology. Emphasises how authentic narratives improve meaning, trust, and

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belonging at all organisational levels by drawing on leadership, organisational behaviour, and positive psychology. The conversation also focuses on the growing importance of storytelling in diverse and hybrid workplaces, where it fosters cooperation, crosses emotional and cultural divides, and supports constructive organizational change. Looks at the increasing significance of storytelling in varied and hybrid workplaces, where it fosters cooperation, crosses emotional and cultural divides, and supports constructive organisational change. Storytelling can be used purposefully to create resilient, human-centered cultures that thrive on connection and shared meaning, align individuals with purpose, and reinforce organizational principles, as demonstrated in useful frameworks and case studies. Utilised to create resilient, human-centered cultures that thrive on connection and shared meaning, align individuals with purpose, and reinforce organisational principles, as demonstrated by useful frameworks and case studies.

INTRODUCTION

In today's era of organizational complexity, rapid technological advancement, and increasing workforce diversity, the traditional command-and-control approach to leadership is no longer sufficient. Current era of organizational complexity, rapid technological advancement, and increasing workforce diversity, the traditional command-and-control approach to leadership is no longer sufficient. Organizations recognize that sustained success depends not only on productivity and profitability, but also on the well-being, engagement and sense of purpose of their employees are recognizing that sustainable success depends not only on productivity and profitability but also on the well-being, engagement, and sense of purpose of their employees. A positive organizational culture, defined as a shared system of values, beliefs and behaviours that promote trust, open communication, inclusion and psychological safety, plays a vital role in ensuring that employees feel connected, motivated and empowered. Positive cultures improve collaboration, creativity and resilience, enabling organizations to adapt to change while fostering a supportive environment in which individuals can bring their full selves to work. In contrast, many organizations have historically relied on authority-based leadership models, in which directives are top-down, roles are rigidly defined, and communication is often one-way. Authority-driven leadership models, where directives are top-down, roles are rigidly defined, and communication is often one-way. Such leadership, rooted in control and compliance, can generate short-term effectiveness but tends to stifle innovation, employee commitment, and trust. May yield short-term efficiency but tends to stifle innovation, employee engagement, and trust (Bass & Avolio, 1994). Employees in such environments often feel disconnected, fear failure, and

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