Preparing for a Breakthrough – Controlling Asthma in Your Community
The “What” of the National Asthma Forum

• Access Management Tools to Build, Sustain and Spread Your Unique Program Assets
• Join a Resource Rich Campaign and Network
• Develop and Practice a Leadership Narrative That Attracts Stakeholders Support
Organizational storytelling is an emerging discipline

Disciples: Madelyn Blair, Evelyn Clark, Seth Kahan, Gary Klein, Doug Lipman, Carol Pearson, Annette Simmons, Dave Snowden, and Victoria Ward
How to Listen

• A narrative is a **promise** about what you will deliver...The promise becomes a **value proposition**, a compact story about the value you bring to your customers in meeting their needs...Eliciting this value proposition depends on knowing **what the customer cares about** and being responsive to this need.

  Stephen Denning
Maria Gomez, President and CEO
Mary’s Center for Maternal and Child Care