

Communities in Action NATIONAL ASTHMA FORUM

WASHINGTON, DC JUNE 17-18, 2010

Preparing for a Breakthrough – Controlling Asthma in Your Community

The "What" of the National Asthma Forum

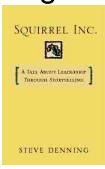
- Access Management Tools to Build,
 Sustain and Spread Your Unique
 Program Assets
- Join a Resource Rich Campaign and Network
- Develop and Practice a Leadership Narrative That Attracts
 Stakeholders Support

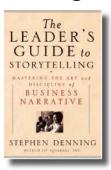


Storytelling as a Business Narrative



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

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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