

## Storytelling: The Management Tool that Brings Meaning to Strategic Decision-Making

The role of CXO (Chief Experience Officer) requires insight into storytelling and the change management tools that connect meaning to employee engagement. It is not an HR role and it's not a numbers game. Although an engaged and happy workforce will reduce turnover and provide consistency, the key to creating an organizational culture requires human insight and the ability to assess potential. This presentation reflects upon the point where the meaning of story and strategic decisions come together to create significant difference in outcomes.

Respectfully,  
Dr. Debra Salsi, MBA, DM  
Coordinator of Assessment and Accreditation  
College of Business and Graduate Studies  
301-860-3737