
Leaders Who Tell Stories Rule the World



By INSEAD Knowledge with Manfred F. R. Kets de Vries , INSEAD

How harnessing the power of storytelling can help leaders effect change - not only in others but also themselves.

Everyone loves a good story. For leaders, storytelling is a powerful tool for influencing and engaging with followers, according to Manfred Kets de Vries, who authored the book *Storytelling for Leaders*. In this podcast, he discusses the power of storytelling and how leaders can employ storytelling effectively.

[Listen to "Storytelling for Leaders" on Spreaker.](#)

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Many of us would have felt anger, fear, sadness or other emotions when reading a book, watching a movie or listening to someone tell a story. The **[emotional engagement](#)** with a story is something everyone would be able to relate to.

But far more importantly, as Kets de Vries explains, stories can become tipping points for change – not just for the audience but also the leaders who tell their stories. To effect change in others, he explains how **psychological judo** can be a useful method to influence others through their own stories.

“When you listen to a story and you don't necessarily agree with the story, don't go straight against the story, but work your way in the story and do psychological judo, so that the person slowly starts to see the other parts – what he or she has been ignoring,” he explains.

And change can take happen both ways. Telling stories, says Kets de Vries, is not only a way to engage and inspire, but also a means to self-awareness. For that to happen, it is important for everyone to **own their story**, and to allow themselves to be vulnerable in telling their stories.

Find article at

<https://knowledge.insead.edu/leadership-organisations/leaders-who-tell-stories-rule-world>

About the author(s)

INSEAD Knowledge is the expert opinion and management insights portal of INSEAD, The Business School for the World.

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About the research

This podcast is based on the book ***Storytelling for Leaders: Tales of Sorrow and Love***.