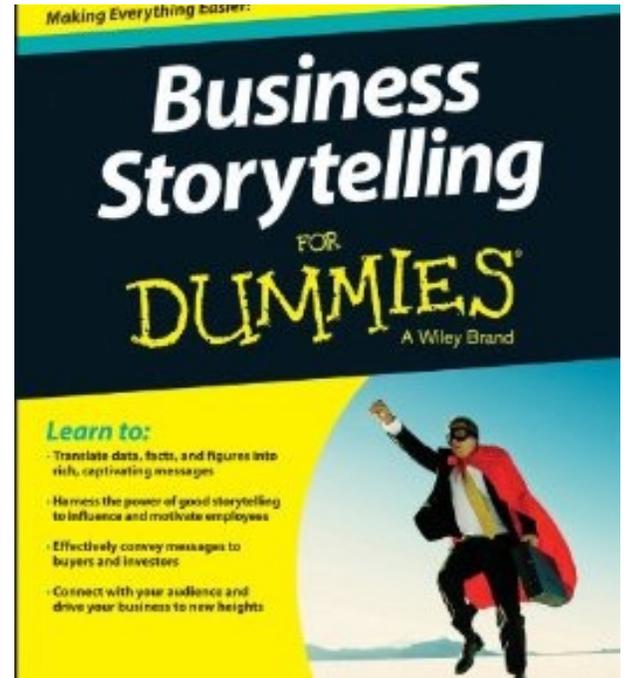


Karen Dietz

The Business Storyteller



Growing Executive's Impact, Influence, and Income

Karen Dietz is a veteran in business storytelling, and is one of the originals in the field. She represents the best in both academic training and the art of performance storytelling. Her motto says it all: *"If you want results, just story it!"*

Even Disney Needed A Little Help With Storytelling

In working with stories, Karen draws on her know-how to provide practical experience, guidance, and Just Story It kits that get the job done. Her clients include Walt Disney Imagineering, NorthFace, Chase Manhattan Bank, Avery Dennison, Thrivent Financial, Veterans Administration, Cincinnati Chamber of Commerce, Just In Time for Foster Youth, and Princess Cruises.

Recruited For The Dummies Series

As a speaker and storyteller for business, John Wiley publishers recruited Karen for their Dummies series. In 2013 her deeply rich how-to book *Business Storytelling for Dummies*, full of hard-core examples, was published, quickly praised, and became a bestseller within a year. Steve Denning, when writing the book *The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative* (2005), asked Karen to contribute to the chapter on storytelling and values based on her years of work in the field. For 3 years Karen conceived and collaborated on a book with Lori Silverman, writing vital sections to *Wake Me Up When*



The Data Is Over: How Organizations Use Stories To Drive Results (2006) where 70+ amazing companies participated. Since 2005, Karen is featured in a total of 8 books on business storytelling.

Karen has also created the world's largest free online library of quality material on business storytelling at www.scoop.it/t/just-story-it. Join her 15,700+ followers for the resource that is used by businesses, story professionals, and educators world wide. Witness her in action as she opens up the [San Diego, CA 2013 TEDx conference](#) with her moving talk on the impact of story listening to change lives and companies.

Memorability: Bringing Cutting Edge Visual Storytelling To You

As an artist, Karen is not afraid to get her hands dirty with storytelling. Her office/art studio is actually an art gallery of Karen's hand-dyed silk panels of crucial story principles that she uses in her work. A few clients even help create their own silk panel, representing their unique story. Memories are built and story principles retained long after a workshop ends.

In addition to her studio work, Karen works with JVA Art Group to bring a company's stories to lobby and staff areas. These storied spaces visually bring alive a company's values, vision, and heritage, which are all represented in original artwork and outstanding interior design.

Karen Gets An "A" as an Author, Academic, and Artist

She received her Masters and PhD from the Department of Folklore at the University of Pennsylvania, where the department and was the most advanced place to study in the field when Karen attended. Her specialties were architecture and material culture. During that time Karen learned the power of storytelling plus the care and feeding of stories from a traditional Chippewa Cree sacred storyteller. As Karen moved from academics into the business world she continued being trained in the art of storytelling by internationally top ranked performance tellers. Her BA is in communication from Marietta College in OH, and she spent 3 years as a journalist.

Karen is also the former Executive Director of the National Storytelling Network, a national association of 2,400 performance storytellers. Her mission during those 3.5 years was to grow, develop, and expand the influence of storytelling. For 6 years she was also the Program Director, then Chair, of the Story in Organizations community of practice, which helped establish business storytelling as a field of work both here and abroad.

619.235.0052 juststoryit@gmail.com www.juststoryit.com