

# My working list of business purposes for stories

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Creating and promoting company identity  
Creating a positive identity for an individual  
Developing a positive attitude towards change  
Opening minds to ideas  
Developing teamwork  
Motivation and personal development  
Responding to negative rumouring

Teaching facts  
Teaching skills  
Teaching creativity  
Teaching values

Marketing and selling

Social entertainment

Management stories  
Employee stories  
Supplier stories  
Customer stories  
Society's stories