

# The Power of Storytelling

*A Conversation and Book Signing with Murray Nossel, PhD*

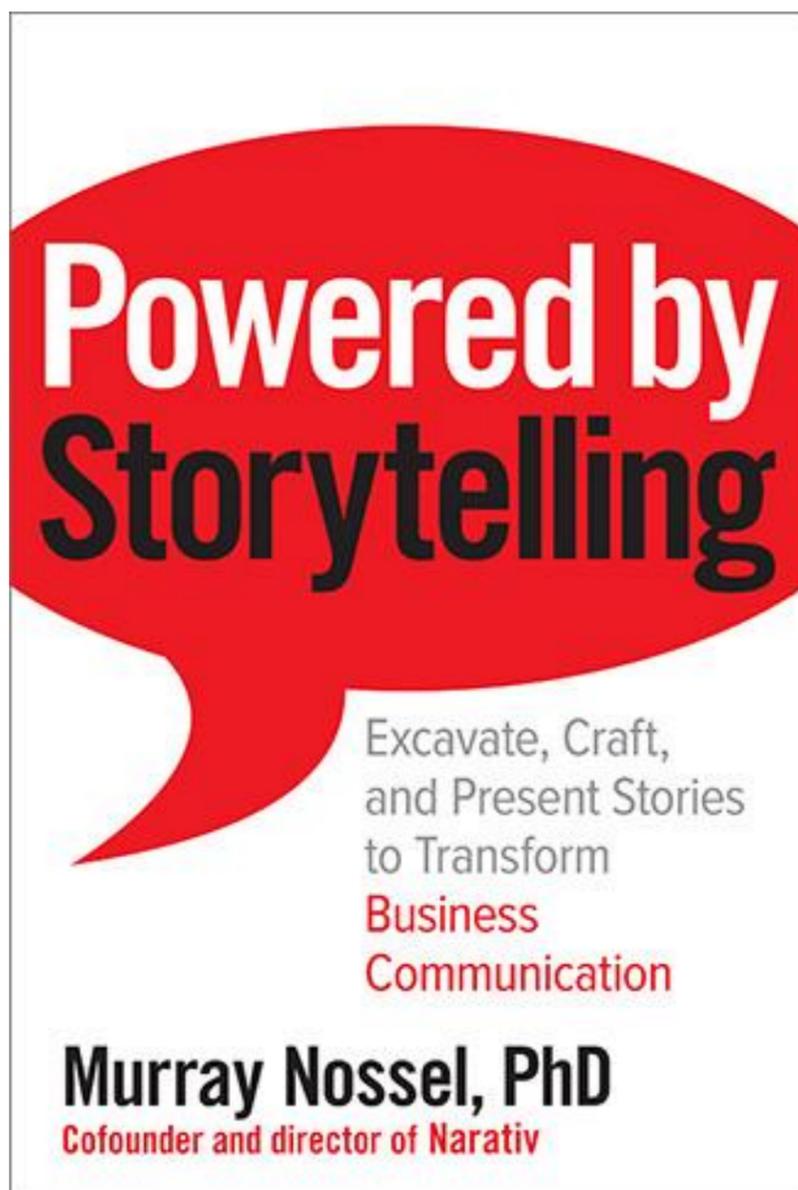
Thursday, May 17, 2018 7:30 pm – 8:30 pm

Riverside Lobby

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**Murray Nossel**, a clinical psychologist and master storyteller, facilitated a special evening for residents in March 2014 during which they shared their personal stories of how they came to live at the Master's and their experiences living here.

Murray returns this evening to share insights with us on the importance of storytelling in the work place from his recently published book *"Powered by Storytelling."*



What business leaders are saying:

"As our lives become more digitized, the power of storytelling will rise, elevating our humanity. No one captures how to harness this tool as well as Murray Nossel. This is a fabulous handbook on how to connect through storytelling and how to listen with intent."

—**Faith Popcorn**, founder and CEO,  
Faith Popcorn's Brain Reserve

"Murray Nossel has forever changed my understanding of communication and deeply influenced my ability to communicate. His insights for the teller and the listener are simple yet profound."

—**Katia Beauchamp**, CEO of Birchbox

"Murray Nossel's storytelling method acts like a laser beam in the hands of teachers and coaches. It pierces through the fog of the typical narrative to reveal the storyteller's sense of herself in the world. Bring this method to your work, and your students and clients will feel more in touch with themselves!"

—**Mike G. Katz**, founding director of the  
Interpersonal Development Program at the  
University of California, Berkeley, Haas School  
of Business.

**Murray Nossel, PhD**, is the founder and director of **Narativ**, a firm with offices in New York and London that specializes in storytelling in a business context. Murray helps clients, including Fortune 500 companies, universities, and non-profits, create messages that genuinely represent who they are and what they do for onboarding, recruiting, employee engagement and culture-building as well as external messaging.

A clinical psychologist, Murray is an executive coach at Columbia Business School and is on the teaching faculty of the Program of Narrative Medicine at Columbia University College of Physicians and Surgeons. He is an Academy-Award® nominated filmmaker and founder of the World Mother Storytelling Project.

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