Abstract: Where do stories come from? What is their purpose? In this crazy busy world, is there a place for stories? Why tell stories? Is there a way that we can incorporate narrative into our current professional lives—whether we are in the sciences or the humanities; in a large corporation or a small start up; as entrepreneurs and individuals? Do stories have a place in our ecosystem? And how do you tell stories? Using words, gestures and objects, Shoba Narayan, will discuss the power of storytelling using her latest book, “Katha: tell a story; sell a dream,” as a broad template.