



The Umbrella Collection: Six More Business Parables on Leadership, Passion and Engagement

Barry LaBov, Friends

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This is a compilation of six business parables that are based on the story that started it all: The Umbrella Story. The premise of The Umbrella Story and its 11 sequels and prequels is simple: It's the story of Joe, an umbrella manufacture, and Bill, a dealer who sells Joe's Umbrellas. Joe and Bill's relationship is the setting, the catalyst, and the vehicle for a world of business learnings.

In this compilation, we'll encounter some familiar and some new Umbrellaland friends. We see Joe and his employees overcome their decline by discovering their passion and celebrating it across the organization. We listen in as a maestro guides Joe to orchestrate success in a large corporation. We're introduced to Celeste, a military hero who teaches our cast to become engaged by facing their "invisible elephants." We travel back in time to learn how Bill and his family business survived and thrived. We see Joe face the temptations of a magical machine that promises results too good to be true. And, our superhero salesperson Murry and his archrival, Slick, are battling once more, until MENTOR prevails.

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