Abstract
The objective of this study is to identify concepts and applications of the storytelling approach in different research contexts. In particular, from the investigation of recent experiences with the use of storytelling, this study identified a structure of analysis of practiced strategy. This structure is based on the use of the report of histories to identify the gap between the strategic intent and the practiced strategy. The use of histories as a vehicle to transmit messages and feedbacks allows the ended strategy to be better understood. From the perspective of a complex organizational environment, the intended strategy will be different from the practiced strategy. Such gap contains a parallelism between the time of the singular history, which happened to the realization of the strategic intent and the time of the strategic process development. In this period of time, individual actions happen which form the oral history, coherent or not with the intention of strategic objectives. This article intends to contribute with adding value by reporting histories, in different resolutions of problems and organizational contexts, as a way of analysis of the practiced strategy. A proposal analysis shows up from the storytelling application, valued as an approach of organizational research to the identification of the evolution and the performance of the strategy. It is suggested that this dynamic analysis can create a strategic capability represented by the pursuing of the imagined future by a systematic discipline of understanding the actions in the organizational activities.

Keywords
Storytelling, Intended Strategy, Strategy as Practice.