



Working With Stories

What Every OD Professional
Needs To Know

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5 Objectives For Today

1. How & Why Stories Work
2. Application Chart
3. Tools & Processes
4. Effectiveness
5. Quality & Ethics

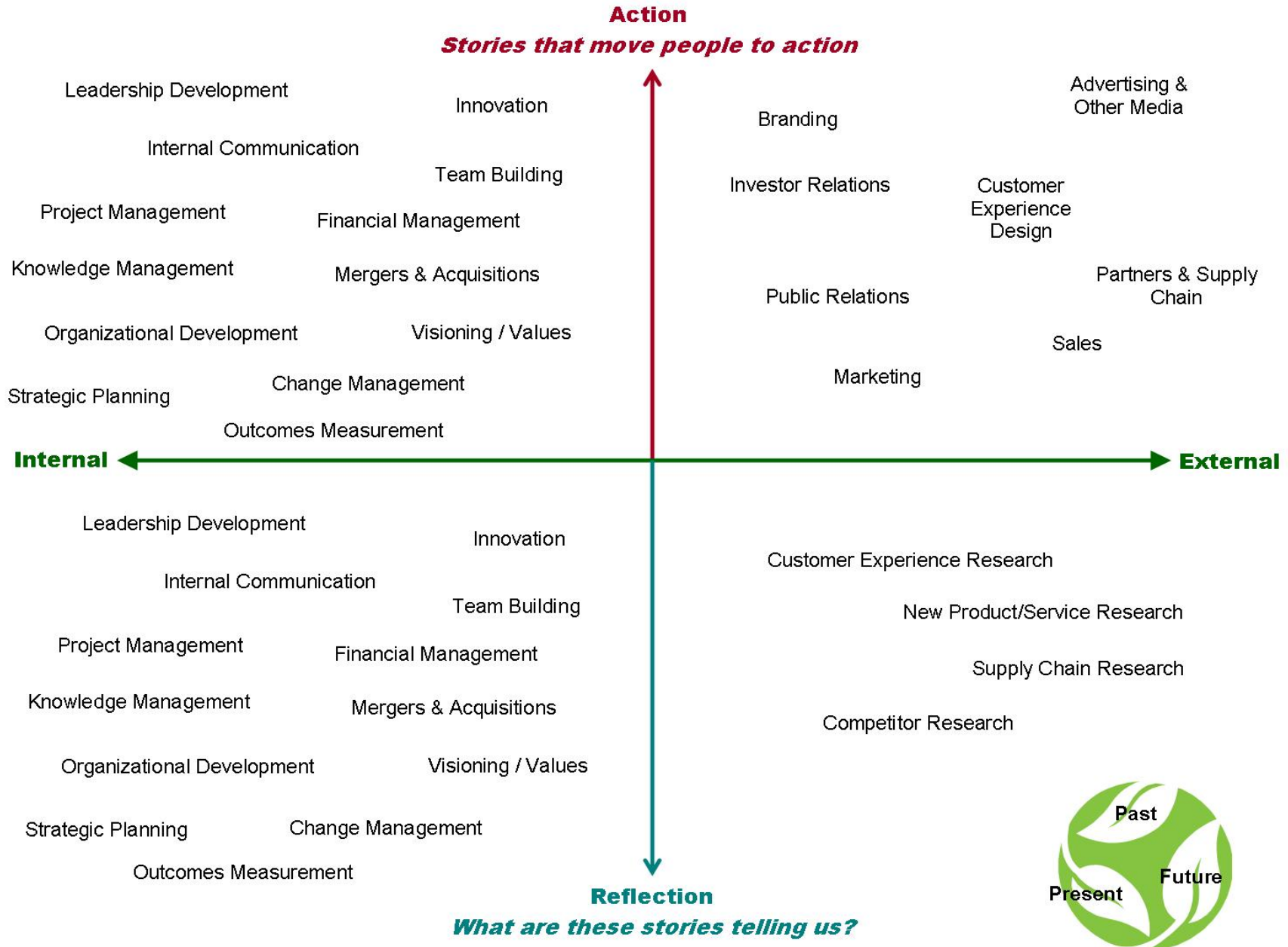


How & Why Stories Work

- The Art of Story
 - What happened?
- The Science of Story
 - Natural language
 - Neuroscience
 - Whole brain, whole body
- What does this mean for us?



Story Application Continuum



Sample Tools, Processes

- Future Story
- Scenarios
- Appreciative Inquiry
- Visioning
- Ethnographic Interviewing
- Springboard Stories
- Case Studies
- Learning Histories
- Anecdote Circles
- Jump Start Storytelling
- Sharing Circles
- Story Assessments



■ Stories as Core Competence

Story Effectiveness

- What is a story?
- Forms
 - Anecdote, example, vignette, etc.
 - Personal story, tale, etc.
- Working With Stories –
 - Finding
 - Digging
 - Selecting
 - Crafting
 - Sharing/embodying
- Media – oral, written, audio, video, poster, icon



Quality & Ethics

■ Quality

- **Formal Story Training** – oral storytelling, acting, entertainment, improv, presentation/speaking skills, digital media, writing, academics, ethnographic research, narrative research
- **Experience** – in organizations
- **Participation in org story professional communities** – Worldwide Story Work, Storytelling in Organizations SIG, Golden Fleece, Professional Storyteller
- **Continual learning** – in storytelling, org narratives, OD, etc.

■ Ethics

- Do no harm
- Respect – appreciative listening, audience, and the story, no over-storying (Swift Boat Veterans For Truth)
- Permissions

Contact

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Karen is an organizational development professional specializing in stories. She is a business consultant, facilitator, trainer, storyteller, story coach to senior executives, and the former Executive Director of the National Storytelling Network. She has worked with organizations for over 25 years, and clients include Fortune 500 companies, business leaders, and community advocates.

