



Narrative techniques in practice

11th May, 2005 | University House, ANU, Canberra

“If stories are powerful, and if stories are going to be told—true and false, official and underground, flattering and humiliating—then leaders and managers need to be a part of the process.”

Tom Stewart, editor, Harvard Business Review

This one-day workshop will provide you with a set of practical skills that will enable you to design and implement projects based on the collection and interpretation of your organisation’s stories.

Who should attend?

Narrative is ideal for revealing the rich complexities which emerge when people interact. Anyone involved in addressing the following types of issues will gain value from this workshop:

- culture change;
- trust;
- change management;
- mergers and acquisitions;
- capturing the knowledge of retiring employees;
- capturing lessons from projects;
- occupational health and safety; and
- risk management.

Practical and hands-on

This is not a workshop that deals with how to construct better stories to improve corporate communications. Rather, it focuses on collecting stories currently being told in your organisation. These stories provide insight that is unavailable through traditional analytical approaches. From this basis, innovative solutions can be designed.

Narrative techniques require practice, and are not something you can learn in theory. You must have practical, hands-on experience.

This workshop provides opportunities for you to use the techniques with other workshop participants, thus providing you with first-hand experience. After the workshop, participants will have access to an online forum to share what they have learned when they apply the techniques at work. It is also a great place to ask questions in context of the real issues that arise in practice.

In this workshop you will learn a range of techniques. These will enable you to elicit anecdotes, to use these anecdotes to make sense of complex issues, and, utilising this understanding, to design interventions based on ideas derived from the science of complexity.

During the workshop, you will learn:

- when narrative approaches make sense and when to avoid them;
- how many participants to involve and the characteristics you should look for in selecting participants;
- how to elicit anecdotes using two techniques;
- how to record and manage digital audio files;
- how to use transcription services to best effect;
- how to extract anecdotes from transcriptions;
- how to extract meaning from a volume of anecdotes; and
- how to design interventions for truly complex problems.

At the end of the day you will be ready to run a narrative-based project—such as collecting lessons learned, understanding the role of trust in your organisation, or enhancing occupational health and safety. These are just some examples of how I have used narrative techniques in other organisations.

Your facilitator

Shawn Callahan is one of Australia's most experienced narrative practitioners with more than 5 years of hands-on experience in conducting narrative projects and over 15 years as a consultant and researcher.



These projects have tackled a variety of seemingly intractable issues—such as trust, understanding the cash economy, and workplace safety.

Shawn is the former knowledge-management practice leader for IBM Australia and regional leader of IBM's Cynefin Centre.

Shawn has had papers published in Knowledge Management and HR Monthly, and has recently had a book chapter published on the topic of communities of practice. Shawn's views on complexity, narrative, and knowledge are posted frequently at www.anecdote.com.au.

Seminar details

Arrive 8:30 am for 9 am start. Finishes at 5 pm.

The registration fee includes full documentation, morning tea, lunch, and afternoon tea on the day.

Workshop numbers are strictly limited to 20 places, allocated as payments are received.

Your registration is confirmed only after full payment has been received.

The workshop will be held at the University House, Australian National University, Balmain Crescent, Acton, Canberra. Phone: 02 6125 5270.

Parking is free. Park in the back car park off Garran Road, then walk through to front reception where you will be given a parking permit free of charge. This permit must be displayed on the dash of the car.

Please note

If cancellations are made 7–30 days before the event, a 20% cancellation fee will apply; if cancellations are received less than 7 days before the event, no refund is payable.

Cancellations must be received in writing.

You are welcome to provide a substitute if you are unable to attend.

Anecdote is not liable if circumstances outside our control force us to cancel or reschedule this event.

What attendees have had to say

“Indeed the very practical nature of this workshop is its greatest strength.”

“Shawn has a most honest, open and engaging approach which is what is shown to work best with this technique and creates an enjoyable workshop.”

“The workshop covered a lot of territory in a way that combined analytical rigour with a clear and informal delivery. I recommend it without reservation.”

Registration details – Introduction to Narrative Techniques (11 May, Canberra)

Name:

Position: Organisation:

Address: Phone:

Fax: Email:

Special dietary requirements:

Enclosed is my fee of: \$875.00 (includes GST)

I am paying by: Cheque (payable to Anecdote Pty Ltd) Mastercard Visa

Bankcard Amex Please provide separate invoice

Card no: Expiry date:

Card verification code (THREE DIGITS, ON BACK OF CARD):

Cardholder name: Signature:

Send to Anecdote Pty Ltd—PO Box 359, Pascoe Vale South, VIC 3044
Phone: (03) 8300 0747 Fax: (03) 9383 6274 Email: info@anecdote.com.au

anecdote
complexity · narrative · knowledge