



Narrative techniques in practice

Monday 10th October, 2005 | Park Hyatt, Melbourne

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.

“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



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** which 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**.





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.”

5 THINGS YOU'LL BE ABLE TO PUT INTO PRACTICE

- How to craft anecdote eliciting questions which generate a wealth of rich anecdotes.
- How to run anecdote circles without turning them into traditional question and answer sessions.
- How to extract anecdotes from transcripts and prepare your anecdote base for a rich workshop experience.
- How to extract values, themes, and archetypes from your organisation's stories and understand the nature of the issues you are facing.
- How to design interventions that account for the complex nature of challenges such as trust, leadership, innovation, and staff morale.

AN OPPORTUNITY FOR PRACTITIONERS ACROSS A RANGE OF LOCATIONS

Contact Anecdote for more information about these locations at info@anecdote.com.au

Melbourne	Monday 10th October, 2005
Canberra	Wednesday 12th October, 2005
Sydney	TBC
Brisbane	TBC
Wellington	Wednesday 16th November, 2005
Auckland	Thursday 17th November, 2005





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 8:30am for 9.00am start. Finishes at 5.00pm.

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

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

Workshop numbers are strictly limited to 25 places, allocated as payments are received.

The workshop will be held at the Treasury Room, Park Hyatt Melbourne, 1 Parliament Square, Melbourne. Phone: +61 (0)3 9224 1234.

Parking is available below the hotel and is operated by Wilson Parking.

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.

REGISTRATION DETAILS

Introduction to Narrative Techniques (Monday 10th October, 2005 – Melbourne)

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)
 Please provide separate invoice
 Mastercard Visa Bankcard Amex

Cardholder name: _____

Card no:

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

Expiry date: _____

Signature: _____



Send to: **Anecdote Pty Ltd.**

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