

the narrative lab

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Narrative in Business

... an interactive workshop

Explore how you can utilise the power of narrative in your organisation.

The old skill of narrative is undergoing a resurgence in organisations. The role of story is punted in various facilitation techniques, strategic processes, branding exercises and event design. Still, the question remains: When should one use storytelling? What are the applications of narrative?

From **traditional storytelling** to what some refer to as “**business narrative**”, there is a spectrum of narrative applications available to you in your business. In conjunction with an on-site professional storyteller, cartoonist and graphical facilitator, The Narrative Lab will **explore** the spectrum of narrative applications, **provide** you with a grasp on how to use them and **equip** you to discern when to use a particular form of narrative.

In particular, this workshop will address the application of narrative in the following fields:

- **traditional storytelling,**
- **change management,**
- **communications,**
- **culture & safety audits, solving complex problems and corporate histories.**



When: Wednesday 5th November 2008

Where: Hacklebrooke Estate

Time: 08h30 to 13h30

Fee: R1000 (excl VAT, incl lunch & course materials)

Early birds: receive a 25% discount if you book before 13th October 2008

RSVP before 30 October: events@narrativelab.co.za

or contact Christia on 0836580968

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JAMES DUENO

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