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Telling Narratives

A presentation on Business Narrative

Summary

Since the time humans developed language we have been using stories to communicate, educate, share and connect with each other. However, stories and narrative have not been as common-place in the business environment as they have been in our social settings – or at least we think they have not. The reality is that as the business environment shifts we are realising the benefits and rewards of rediscovering the “old skill” of narrative in a “new context”.

Many leading business thinkers have punted narrative and the ability to use stories as a significant skill required in the emerging economy. After a rocky introduction as a business discipline in the 1980’s we have seen an explosion of storytelling and narrative applications in business. There is now a need to gain a comprehensive understanding of the various applications of narrative in our business, and where to use stories to their fullest potential. In short, we need to understand how to open ourselves to “telling narratives”.

Content Overview

From traditional storytelling applications in the leadership context to gathering narratives in an organisation as a mechanism for solving complex problems, the Telling Narratives presentation provides a comprehensive spectrum overview of Business Narrative.

In exploring the nature of stories the presentation will show how leaders and employees alike may use stories and narrative for “high touch” applications that move people emotionally to “high concept” applications where stories become knowledge objects and disclosure points.

Take Home Value

The audience will walk away with:

- a comprehensive understanding of the discipline of Business Narrative and its various applications
- an ability to assess the relevance of Business Narrative in a range of contexts
- an appreciation for how harnessing the power of Business Narrative brings a human touch to business
- an ability to use Business Narrative in solving complex problems.

Why The Narrative Lab?

The Narrative Lab combines expertise in the areas of Narrative, Complexity, Facilitation, Knowledge Continuity, and Organizational Culture and Development in order to offer superior value to clients, with reliable outputs.

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