

Storytelling News '04

The daily newspaper of the Storytelling Weekend in Washington DC April 16-18, 2004

Friday April 16, 2004 Conference Day One

Welcome to the storytelling weekend! Events take place Friday, Saturday and Sunday:

FRIDAY-SATURDAY WORKSHOP

9am to 5pm
S. Dillon Ripley Center
1100 Jefferson Drive SW
Washington, D.C. 20560

FRIDAY SOCIAL EVENT

5:30pm
Roma Pizza Restaurant
700 L'enfant Plaza SW
(202) 554-0977
one block from the workshop

Hosts: Lynne Feingold and Alicia Korten
\$15 includes food. Pay at the door.
No advance registration necessary.

SATURDAY

REAL STORY MAKING MAGIC: A THEATER IMPROV EVENT

7pm
Arlington Campus
George Mason University
3401 North Fairfax Drive
Arlington Original Building
Arlington, Virginia
Room #329

Hosts: Liz Berny, Kelly Cresap,
Lynne Feingold, Michelle James,
Joe Mancini, Michael Margolis.
\$15. Pay at the door.
No advance registration necessary.

SUNDAY WORKSHOPS

10am to 4pm
Arlington Campus
George Mason University
3401 North Fairfax Drive
Arlington Original Building
Arlington, Virginia
Room #244

Hosts: Madelyn Blair, Kelly Cresap,
Sharon Benjamin, Michael Arena,
Cary LeBlanc, Dave Rippey, Victoria Ward,
Carol Russell, Stephanie Colton.
\$25 includes food. Pay at the door.
No advance registration necessary.

For more information: www.stevedenning.com/Smithsonian04.html

THE GOLDEN FLEECE GROUP

During the weekend, you'll hear about something called the Golden Fleece Group. If you're wondering what people are talking about, here are some answers:

The Golden Fleece Group is a group of people, mainly located around Washington DC, who started getting together shortly after the Smithsonian 2001 symposium on storytelling. The members of the group are attempting to live in narrative ways within a culture that generally doesn't honor narrative. We see ourselves as shepherding the emergence of a narrative approach into validity & widespread recognition in order to fashion solutions to our world's problems. We believe that story is healing & unifying. We passionately believe that story has significant contributions to make to the world a better place.

The group enables you to hook up with other people interested in organizational storytelling, to learn what they are doing and to test out your ideas on the group. Anyone interested in storytelling is welcome. Sign up in the lobby of this auditorium, speak to one of our roving reporters, or send an email to GoldnFleece-subscribe@yahoogroups.com

Upcoming Meetings:

May 4, 2004

Michelle James is hosting a meeting on the use of improv in organizations.

June 8, 2004

Steve Denning is hosting a meeting related to his new book, *Squirrel Inc.*

July 6, 2004

Paul Costello and the Washington-Ireland Program interns.

Meetings generally take place in the social room of the Van Ness East Condominium, 2939 Van Ness Street, NW (just east of the Van Ness metro on Connecticut Ave). There is a nominal charge of around \$5 for the participants of each meeting to cover the cost of the room.

STORYTELLING, SELF & SOCIETY

March 6 Boca Raton, Florida
Florida Atlantic University sponsored the kick off conference for the first academic journal on organizational storytelling, *Storytelling, Self, Society*. At the event, Madelyn Blair spoke on *Storytelling in Knowledge Management*, exploring how the use of story can help companies bring the knowledge of those who are about to retire to the next generation. She described a process that uses narrative practices to aid the next generation to learn how to learn from their own stories. She was joined by three other colleagues, Paula Bartholome, Molly Catron, and Karen Dietz, who each spoke on topics of storytelling and management: culture, change, and leadership.

SQUIRREL INC

Steve Denning's new book on organizational storytelling, entitled *Squirrel Inc: A Fable of Leadership Through Storytelling* is being published by Jossey-Bass on May 28, 2004 and will be the subject of the Golden Fleece Group's meeting on June 8, 2004.

www.stevedenning.com/squirrel.html

Be part of the Storytelling Weekend directory. Pick up and complete the profile form in the lobby.

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A STROLL DOWN MEMORY LANE

2001 The first Smithsonian event in organizational storytelling took place in April 2001 and was hosted by John Seely Brown, Steve Denning, Larry Prusak and Katalina Groh. When we started planning the event, we wondered whether anyone would come. In the end, we had to hire a larger auditorium to house the audience. It was an exciting occasion and sparked off a whole lot of things – the Golden Fleece Group, the succeeding Smithsonian events, books, articles and a growing worldwide interest in the subject. What's better, the transcripts are available online at www.creatingthe21stcentury.org and it will shortly become a book entitled *Storytelling in Organizations*.

2002 The Smithsonian event in April 2002 was a smaller one-day workshop, hosted by Steve Denning and Seth Kahan, and focused on teaching the participants how to use storytelling as a practical tool in organizations, in particular, how to get people working together and how to communicate complex ideas and spark action through springboard stories.

2003 The Smithsonian event in April 2003 started expanding and the Golden Fleece Group itself started to play a larger role in organizing and facilitating the event. On Friday, there was a whole day workshop in which Paul Costello demonstrated the living stories process and participants got to share stories that told who they were. On Saturday, the Smithsonian workshop itself was facilitated by six Golden Fleece members: Madelyn Blair, Rob Creekmore, Paul Costello, Steve Denning, Seth Kahan and Alicia Korten, who each demonstrated a different use of organizational storytelling. On Saturday evening, Noa Baum did her amazing theater monologue, *A Land Twice Promised*. On Sunday morning, there was a walking tour of Washington led by Paul Costello. At lunch on Sunday, there was a get-together of the participants with the Golden Fleece Group. Participants came from all over, including Brazil, Canada, New Zealand, Denmark and the United Kingdom. Transcripts: www.creatingthe21stcentury.org

2001 BECOMES A BOOK IN 2004!

Another exciting thing happening is that the transcripts of the Smithsonian Symposium are the basis for the forthcoming book, *Storytelling in Organizations: Why Storytelling Is Transforming 21st Century Organizations*. It will be published by Elsevier in August 2004. www.stevedenning.com/readStorytellingInOrganizations.html

HARVARD BUSINESS REVIEW

Harvard Business Review will publish Steve Denning's new article entitled *Telling Tales* in May 2004. The article describes the seven highest value forms of organizational storytelling. www.stevedenning.com/critiques.html

ENGAGEMENT, IDENTITY & INNOVATION

Etienne Wenger on Storytelling
"When you have engineers, the most wonderful activity to engage them in is a design problem... it draws the engineer out of them. What does it mean to draw somebody's identity out? This is what a good story does. When you hear a good story, you say 'Yes! I can identify with that!' - excerpted from "Engagement, Identity & Innovation," by Seth Kahan, Journal of Association Leadership, available online at www.SethKahan.com under Resources



Additional editions of Storytelling News will be issued Saturday and Sunday.

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Group Jazz
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Sponsor:
EduTech Ltd
edutechltd.com

