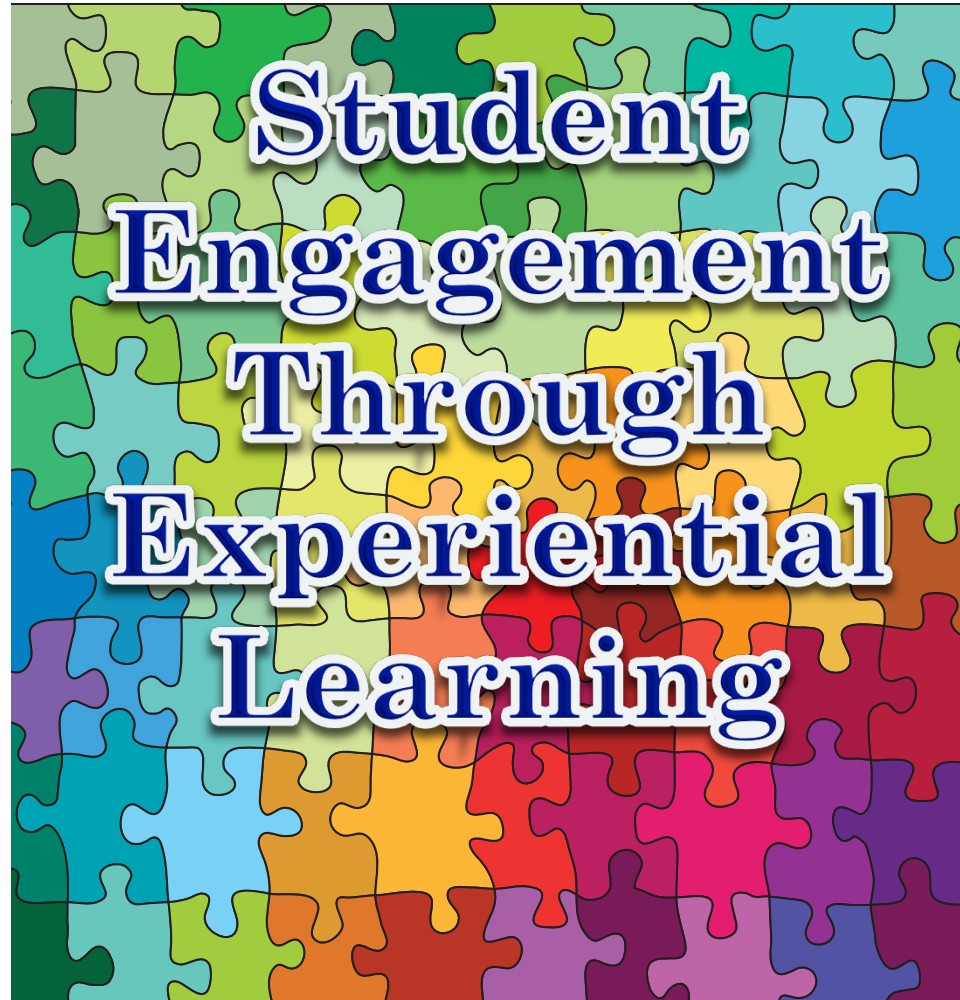


Business Transformation and Innovation using Storytelling

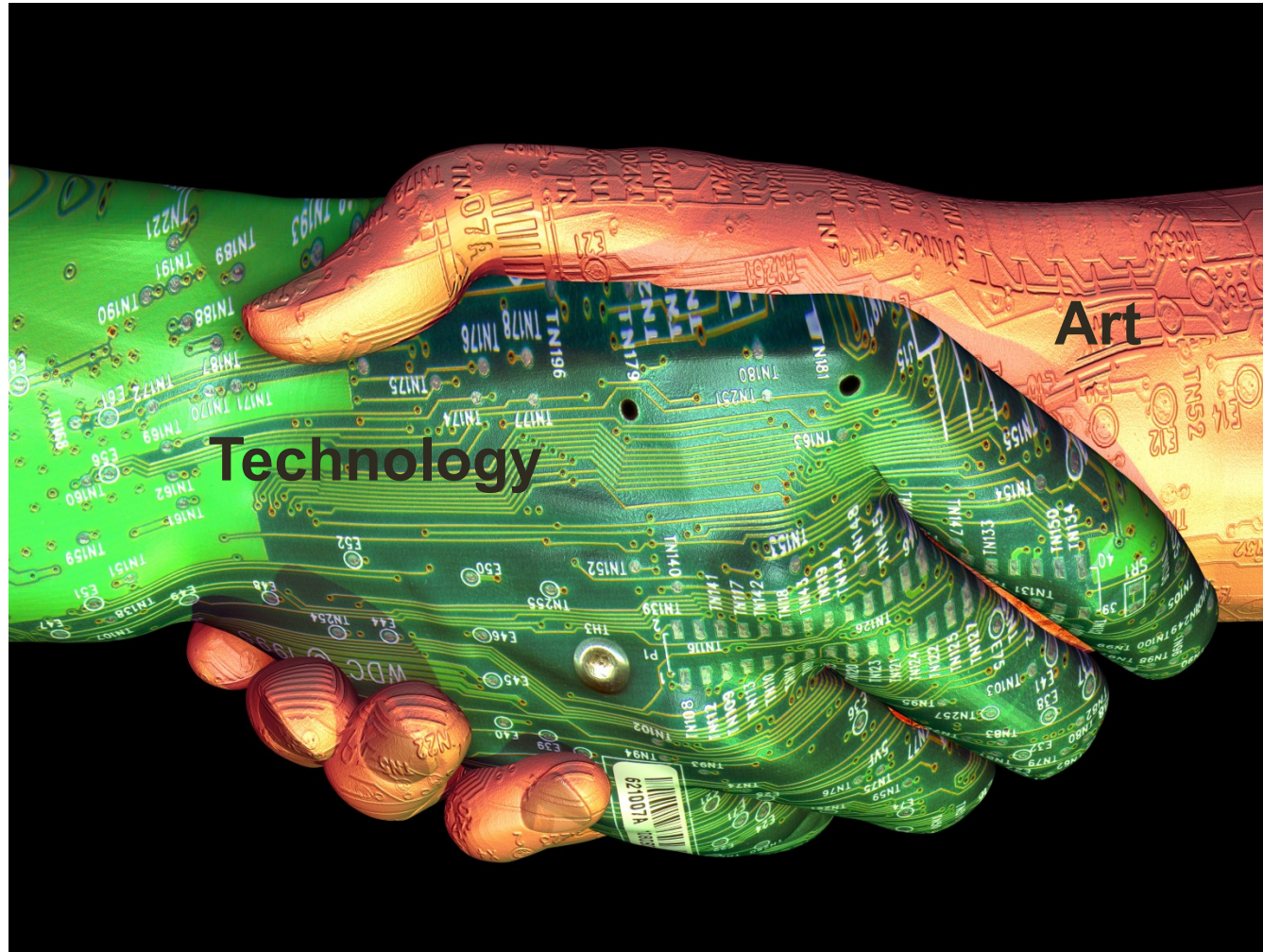
2013 Global Innovators Conference
Doha, Qatar



What is my purpose?

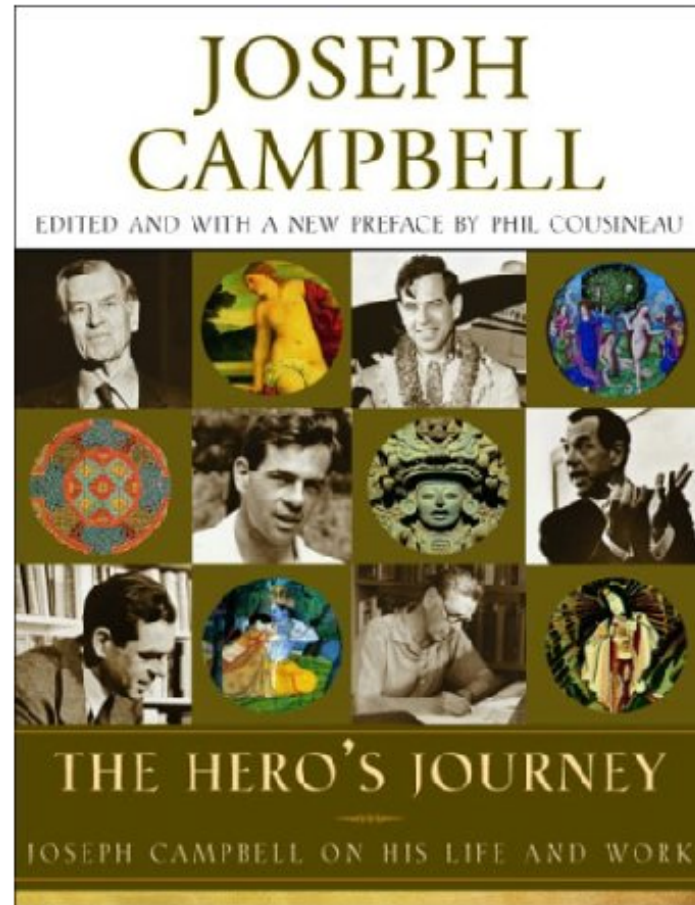


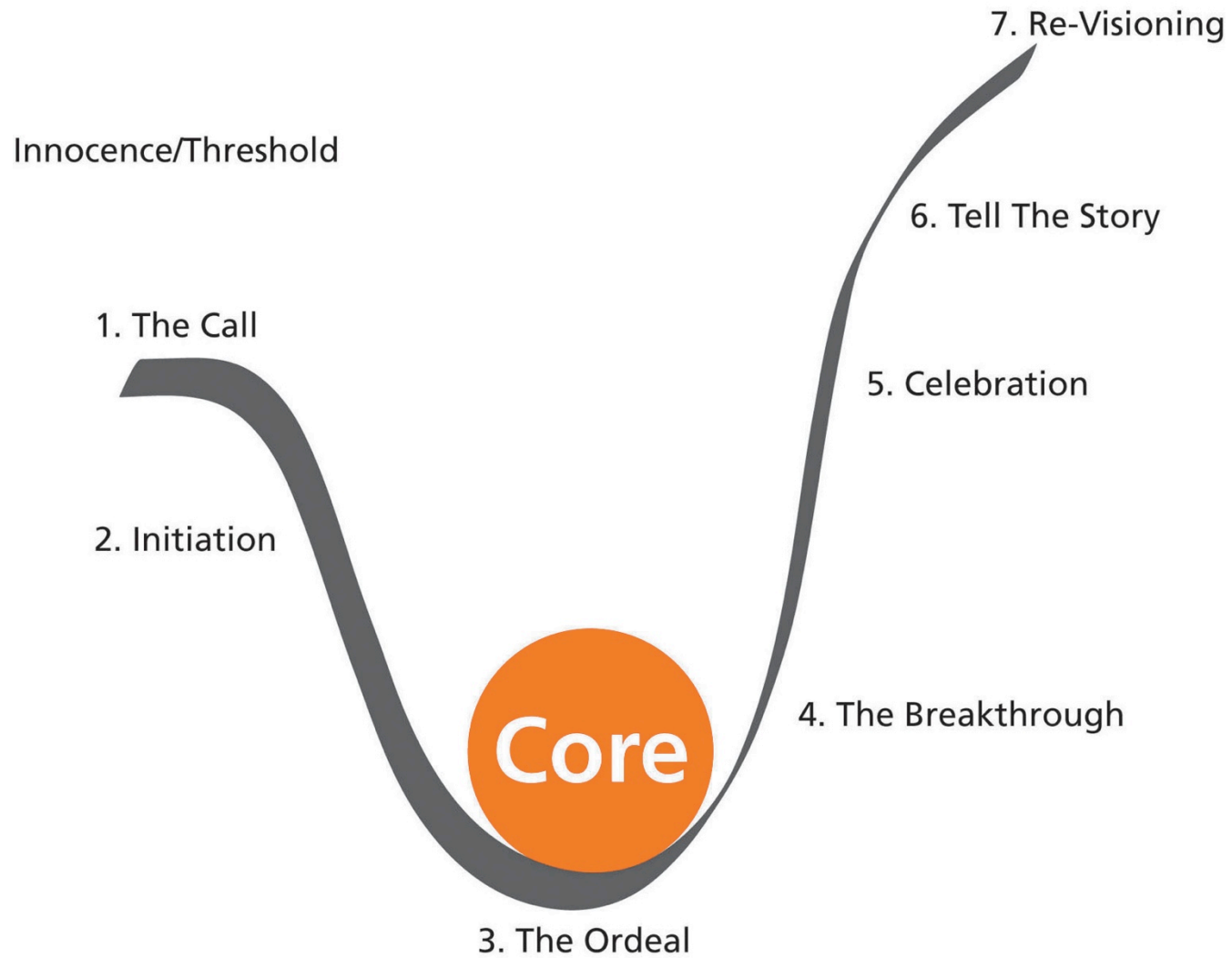
Why am I interested?

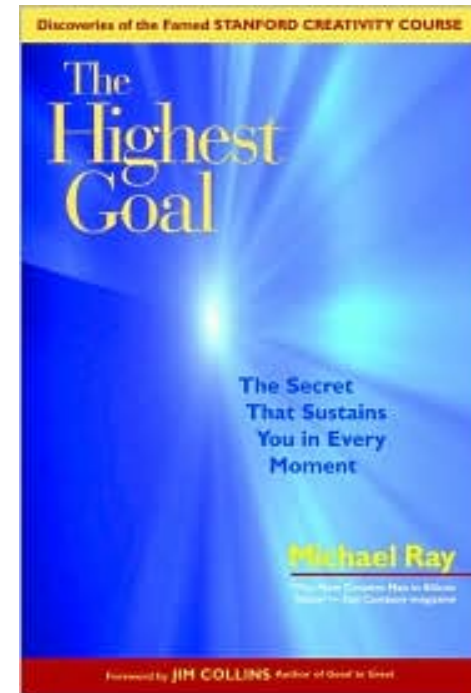
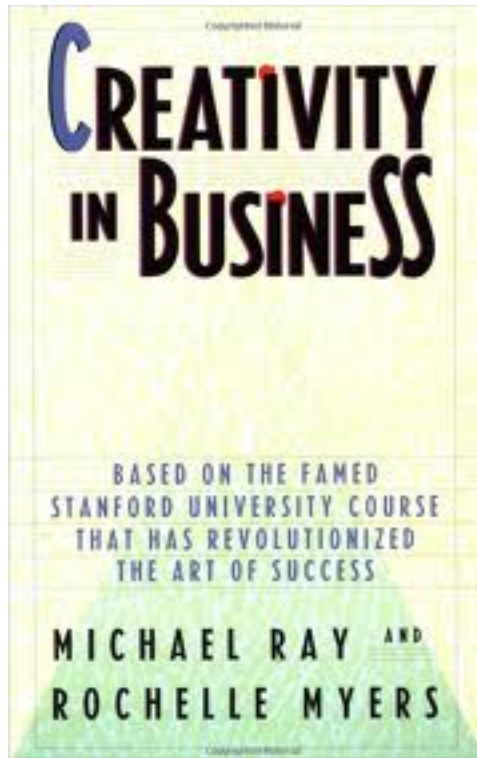


Why? My Story.

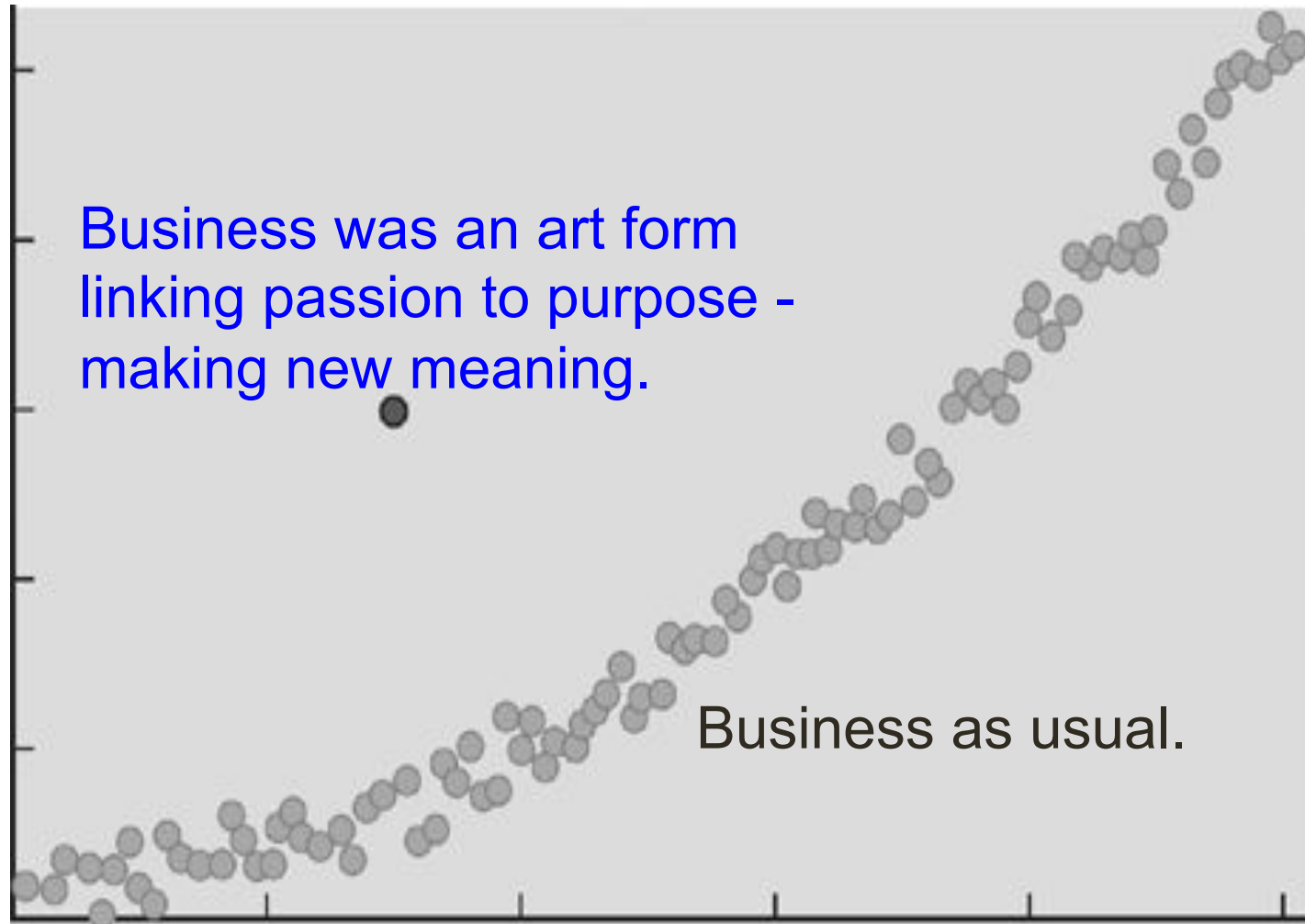








What if ...



consumer behaviour
competitive intelligence
organizational design
organizational behaviour
innovation
multiple voices
corporate culture
transformational leadership
user experience design
intrapreneurship
experiential marketing
generational diversity
business intelligence
marketing design driven
tactics creativity
change management
strategy
business consulting
social innovation
CRM



Student Story – The Course





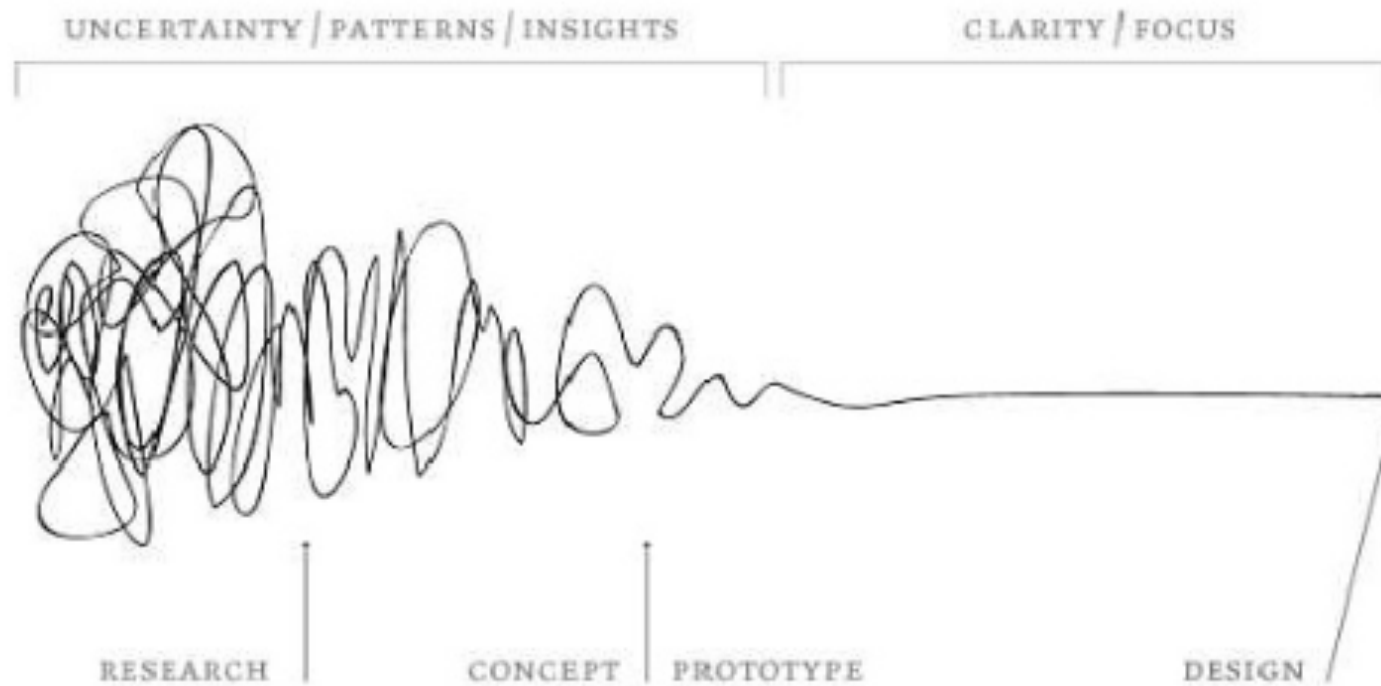
“CREATIVITY
TAKES COURAGE.”

-HENRI MATISSE





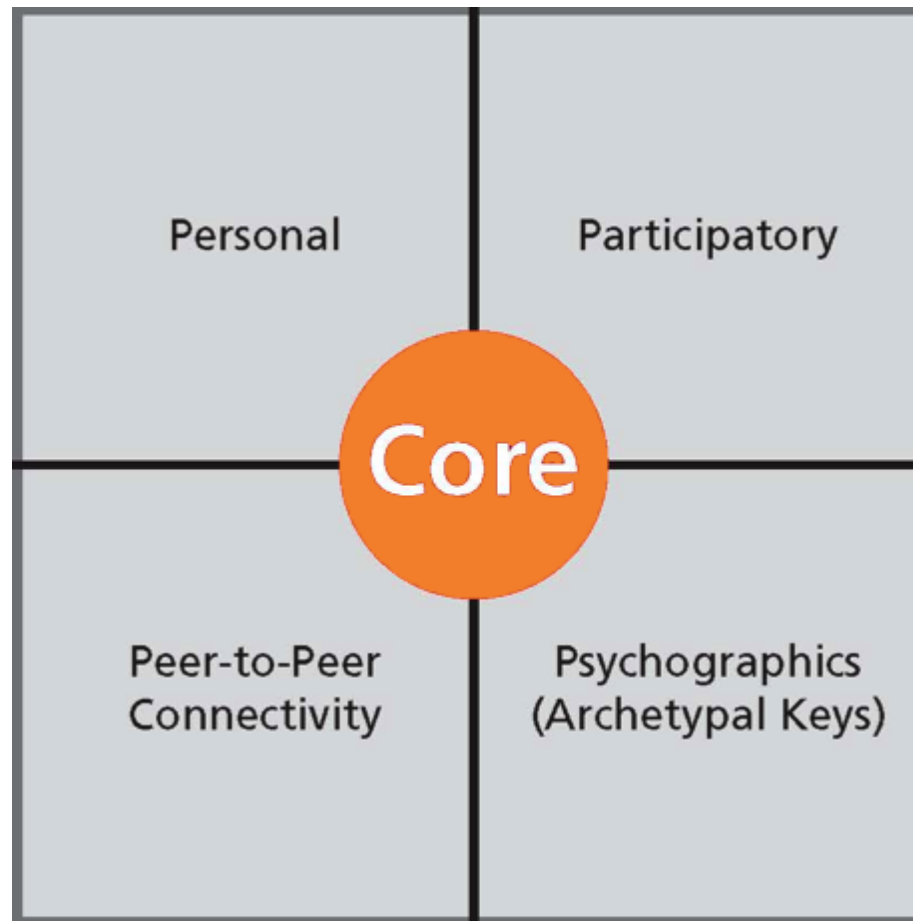
Con-Opts | VUCA



Damien Newman – Squiggle



Story: Emotional (Deep) Learning



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★ **Live-Withs** ▾

The foundation of the Stanford "Creativity in Business" program. The ability to self-reflect is crucial to effective leadership. Here is your chance to practice.

★ **LW01** ▾

40 messages - 0 unread

**Creativity Live-With 1:
HAVE NO EXPECTATIONS**

Once upon a time there was an important conference to address conflicting views of the nature of reality. Scientists from all over the world came to share their knowledge and reach a creative conclusion about this topic.

Scientists came from the land of the sun. They had developed powerful microscopes with which to use the bright light to see into the very core of things; colour and movement that ordinary people never suspected. They knew more than anyone about reality.

Scientists came from the land of the moon. They had constructed great telescopes to look out, using the subtle reflected light of the moon, to see thousands of magnificent planets and stars where other people could only see darkness. They knew more than anyone about reality.

Throughout the conference, the scientists shared their knowledge in innumerable seminars and lectures. Learned debates and loud pontificating reached their peak. Humanity was finally about to have a definitive description of the nature of reality!

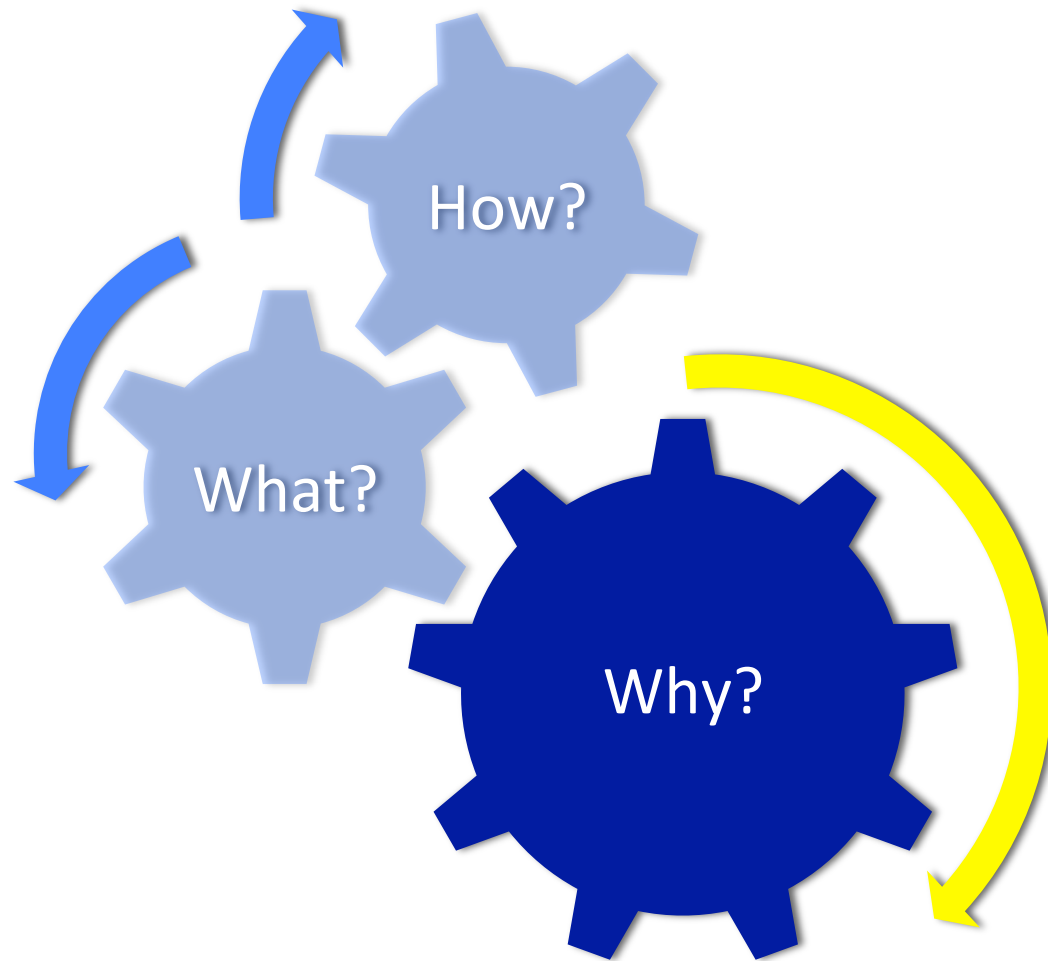
However, there was a small problem. Scientists from the land of the sun threw their hands in the air when they heard what their foreign colleagues had to say. "We have the most sensitive equipment and we know that there is only one body in the sky. Spinning spheres only exist when you truly see the world in front of your nose. Those folks are crazy!"

Scientists from the land of the moon shook their heads in disbelief when the others spoke. "There's nothing to see in small every-day objects. We've invented technologies that show us what's really happening in the universe. They are totally blind!"

Needless to say, everyone went home very much convinced of his or her own rightness of vision. Each used their instruments and saw what they expected to see. Each dismissed the other group as totally wrong. Humanity, almost on the brink of a breakthrough, settled back down into its old comfortable sleep.



Surfacing Discourses



1. Have no expectations

“I found over the weekend a numerous amount of times where I would assume there was one right answer or one right outcome. After adopting an open mindset I noticed a change in the people around me as well as myself.”

“I like the idea of giving and not worrying about what you’ll get back.”



2. Stamp out the VOJ

“I can see now that we form judgments based on a small percentage of the facts .. We lack insight into the situation or person we are dealing with or we don't fully understand their story.”

“My main problem is being too harsh or critical of myself.”

“I have to remind myself that I am always learning and investigating new concepts, and that being open to different ideas only makes me a better person.”



3. Pay attention

“It was comforting to reconnect with myself at a deeper level and remind myself about how far I have come in my 23 years. This exercise brought me back down to earth and has helped me regain focus about where I want to go in life.”

“I learn more in class when I pay attention!”

“I learned the difference between ‘spending time with someone’ and ‘being with someone.’”



4. Ask dumb questions**

“This livewith taught me the importance of understanding problems from differing points of view.”

“Sometimes what is obvious to one may not be obvious to another. Everyone is brought up differently with different experiences.”

Response to classmate:

“Don’t worry I didn’t know that either. Thanks for asking. 😊”



5. Do only what you love

“This exercise reminded me of what is important in my life.”

“The moral of my story is that we will do a better job if we enjoy or love what we do.”

“From scooping ice cream at work to writing reports in school, its all based on the amount of passion I’m willing to bring forth.”

“It is my hope that my life will be a story that I would love to read.”



6. Don't worry ... just do it.

“Worrying! What I noticed is that my thoughts are like a broken record and it usually produces little value.”

“We go with the flow around us. I related hard and tough times as the wind, and I was the waves, and when times get rough it represents the wind ... you just have to ride it out, just like the waves in the water. Life keeps moving just like the wind. Don't fight it. Go with it.”

Its amazing what can happen when you just jump when you don't want to, but then you start flying ... its like why wasn't I doing this before.”



7. See with your heart

“I learned small actions can create big changes.”

“There is something great about doing things for other people just because.”

“Surprisingly, I learned that the more we give, the more we have.”



8. Yes or No

“This livewith taught me how to think for myself.”

“This week I have been really listening to my inner voice and intuition and focus on the vision I have set for myself.”

“As funny as it may seem, I must have spent more time putting tasks aside then in doing them.”



9. Be ordinary

“Most of my energy comes from doing something and I love the idea of getting lost in my work.”

“I think we need to be true to our self before we can be true to others.”

“Everyone wants to stand out or be the person that others follow. What I believe is we should not follow others and try and fit into their shoes but do what we do and be unique which is something ordinary for us on a daily basis.”



10. Be your Self. Do your Work.

“I don’t know how to be myself because I seem to have forgotten who I really am in trying to please others. I have work to do.”

“Looking back at the past 10 weeks of creative challenges, I have found myself more aware of the world around me. Follow your heart and let that be your guide.”

“I will be looking forward to doing my own weekly exercises to keep the creative juices flowing. I learned a lot about myself through this process and would like to continue to keep growing not only as a business man but also as a person.”



MetaTheme

Increased Empathy

“This week I tried really hard to see with my heart. That means not judging people or situations until I have heard their story.”



MetaTheme

Shift from Fixed to Growth Mindset

“I found that the livewiths opened my mind, and let me explore different options and situations which I may, and probably would never have gone out of my way to do.”



MetaTheme – Self Discovery

Every single live with made me reflect and think about the future. The livewiths made me think of ideas of how to better myself, and how I want to approach things from now on. These livewiths were really an eye opener. During my college experience, I never had a class where it would let me reflect each week about something different and let me try out new things. I loved how during the course of these ten weeks, I learned by using life. I had lost sense of what really matters, and what I truly care for. I am thankful that I had the opportunity to do all these livewiths, because they all taught me something different. I realized what kind of person I am, what I need to improve, and how I want to approach things in the future.



Methods of Inquiry

Adventure Learning (Doering 2006)

Design-Driven Innovation
(Verganti 2010)

Multi-Method
(Qualitative and Quantitative)

Narrative Analysis/Storytelling
(Boje 2008, Grant 2005, Brown 2004, Gabriel 2000,
Czarniawska 1997, Neuhauser 1993, Ray 1984,
Campbell 1949, Collected Works of C.G. Jung)



Multi-Method Research Approach

Qualitative Research:

- Faculty Survey (3 respondents out of 3)
- Expert Survey (7 respondents out of 8)
- Student Survey (84 respondents out of 195)
- Student Focus Groups (3 group sessions with 19 participant in total)

Quantitative Research:

- A quasi-experimental design with test and control groups (total data set has 1075 from 7 terms with 288 AL, test and 787 non AL, control)

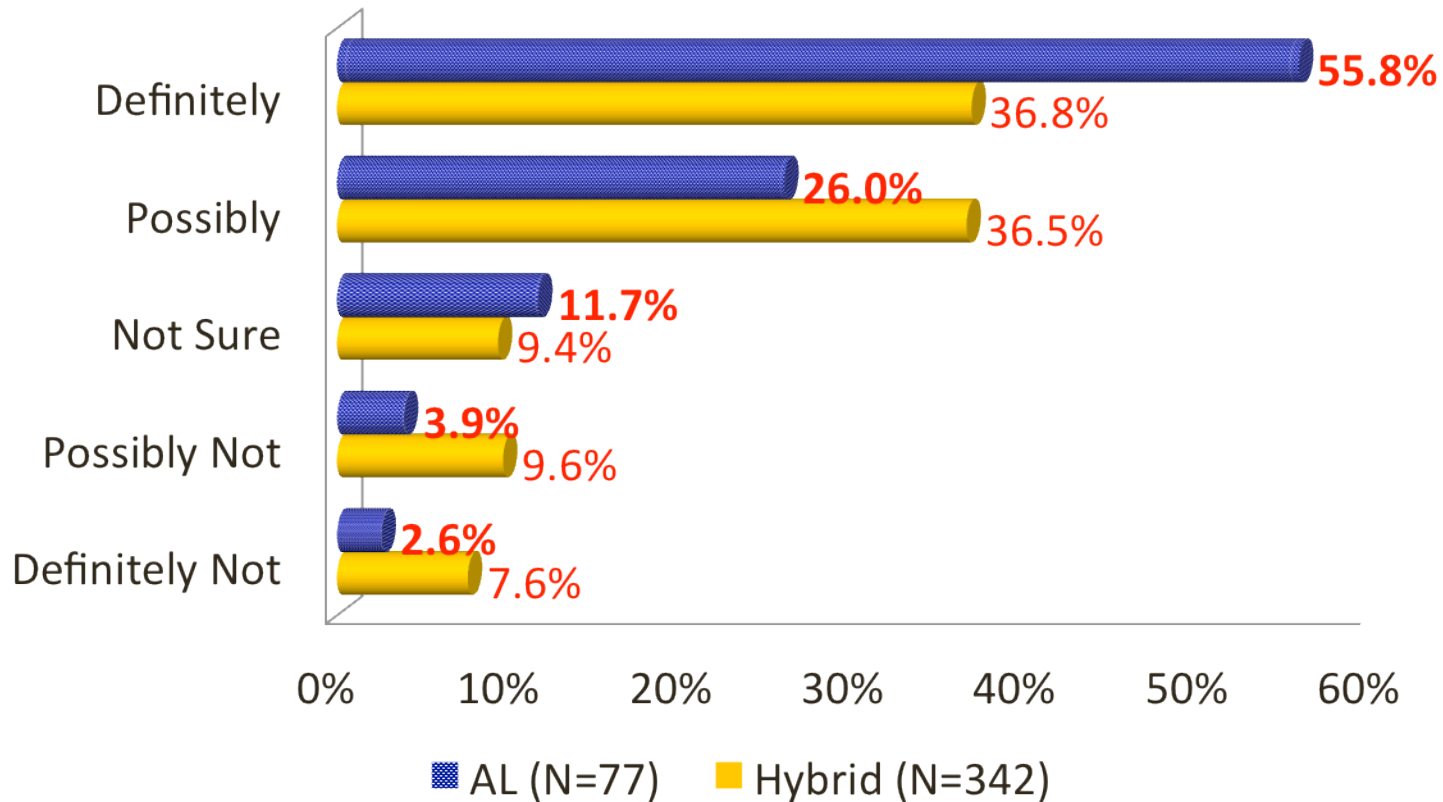


So Does it Work?

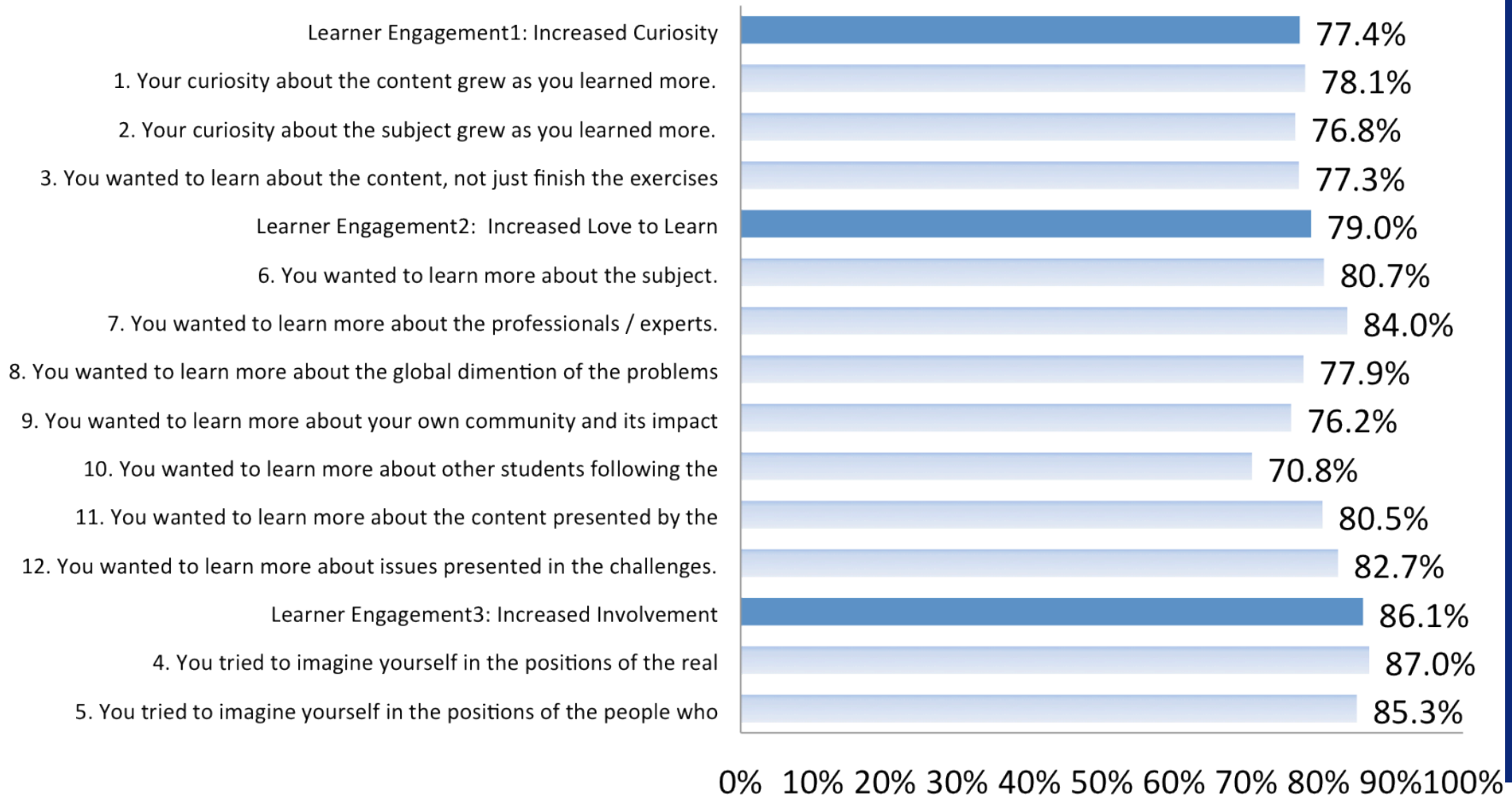


Student Satisfaction

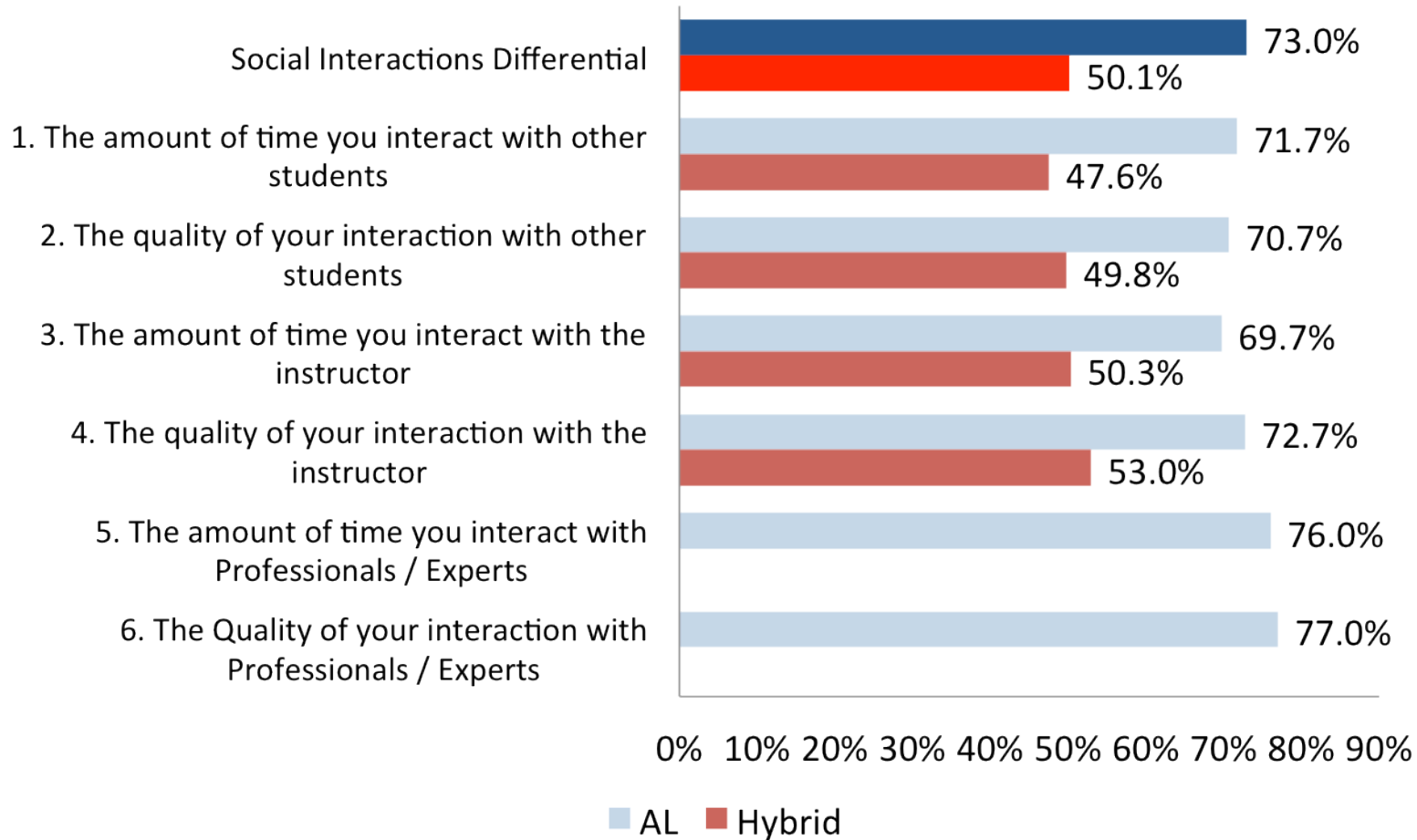
Given a choice, would you enrol in another AL/Hybrid course?



Student Engagement



Social Interactions Differential



Conclusions for Educators

Anything or anyone that does not bring you alive ... is too small for you. Poet David Whyte.



Collaborate to Compete

Technology alone is not enough – it's technology married with liberal arts, married with the humanities - that yields us the result that makes our hearts sing.

- Steve Jobs



Questions?



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