

# MAKING STORIES.net

"We are an Organizational Development firm specializing in using stories to galvanize your organization."

Hi, I'm Terrence. Thank you for coming. Make yourself comfortable and prepare for an engaging session. We'll be asking you for a business card or name for a drawing at the end of the session.

## PUTTING STORIES TO WORK:

The Key to Knowledge Management  
Presented by – Terrence L. Gargiulo



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## SESSION OUTLINE

- I. **ICE BREAKER – "NAME STORY"**
- II. Nine Functions of Stories
- III. Relationship Between Stories & Knowledge
- IV. Eight Assumptions about Knowledge
- V. Eliciting Stories
- VI. Extracting Knowledge from Stories
- VII. Demo
- VIII. WORKSHOP**
- IX. Group Debrief
- X. Drawing & Wrap-Up

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## Name Story ICE BREAKER ....

(Time Allotment 5 Minutes)



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## Debrief Ice Breaker



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## NINE FUNCTIONS OF STORIES



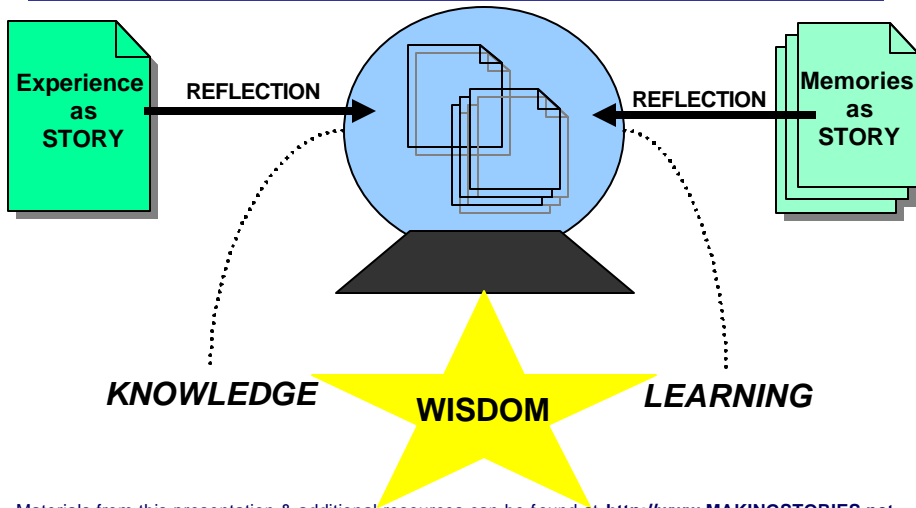
1. Empower a speaker
2. Create an environment
3. Bind & bond individuals
4. Require active listening
5. Negotiate differences
6. Encode information
7. Act as tools for thinking
8. Can be used as weapons
9. Medicine for healing

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## Reflection Results in the Synthesis of Stories into Knowledge, Learning & Wisdom



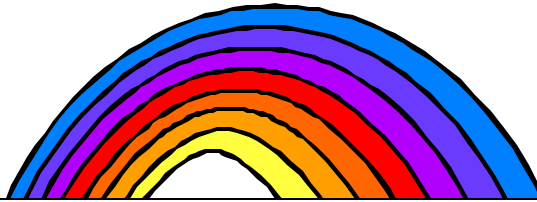
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## EIGHT KEY ASSUMPTIONS

*At the Heart of Knowledge & Stories*

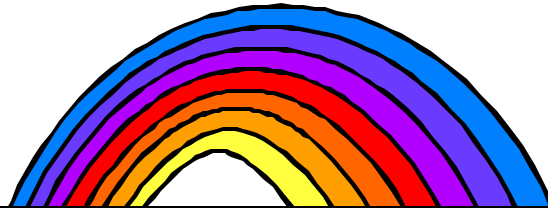


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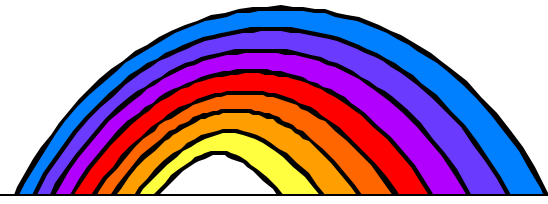
**1. Stories are fundamental to how we communicate, learn, and think.**

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***2. Knowledge is power so the dissemination of knowledge is empowerment.***

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***3. A lot of knowledge is in the form of unstructured data such as stories, memories, experiences and ideas.***

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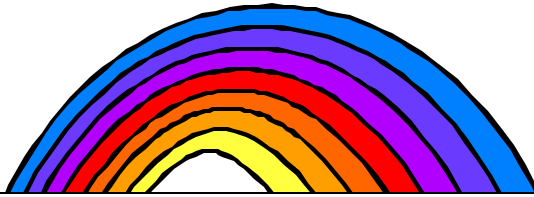
**4. Eliciting stories from employees and creating opportunities for people to share stories promotes knowledge sharing.**

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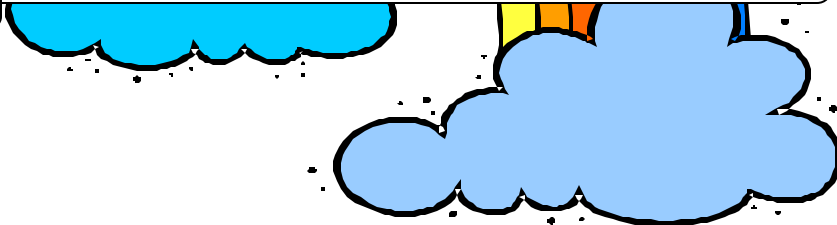


**5. Not all stories contain knowledge that we can use.**

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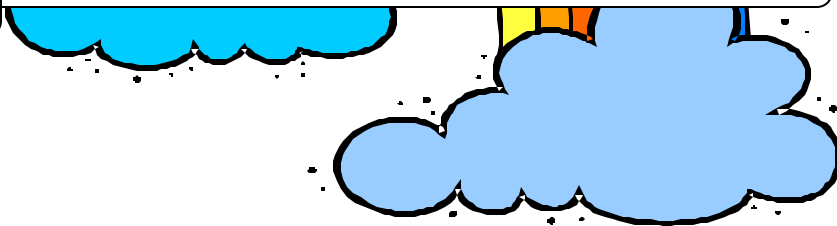
**6. Knowledge has to be extracted from a story.**



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**7. Knowledge does not lend itself to being stored in central repositories.**



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## ELICITING STORIES



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### 3 Steps Required to Elicit Stories

STEP	NAME	DESCRIPTION
STEP 1	Trust	<ul style="list-style-type: none"><li>• Building history with others</li><li>• Creating joint stories</li><li>• Having shared experiences</li></ul>
STEP 2	Climate of Sharing	<ul style="list-style-type: none"><li>• Willingness to share our own experiences and be vulnerable</li><li>• Inviting others to share</li><li>• Demonstrate resonance and understanding of others' experiences</li><li>• Pacing</li></ul>
STEP 3	Adapting	<ul style="list-style-type: none"><li>• Rephrasing questions</li><li>• Developing alternative questions</li><li>• Matching others' language</li></ul>

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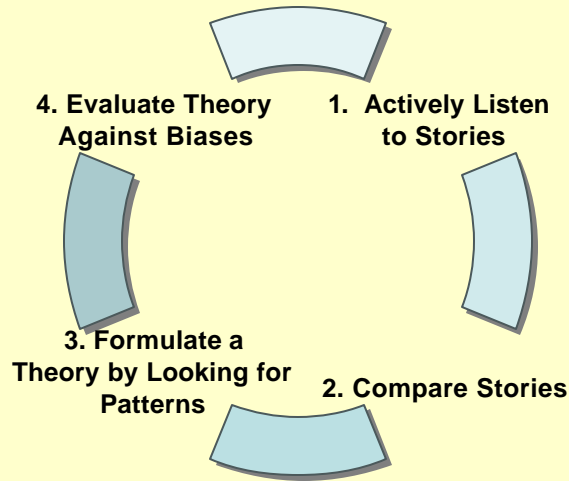


## EXTRACTING KNOWLEDGE from STORIES



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## The 4 Steps to Extract Knowledge from Stories



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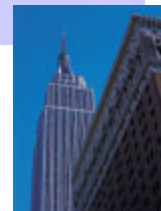
## DEMONSTRATION



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## DEMONSTRATION SCENARIO

*Two companies have merged. Although it has been called a merger of equals, it is clear that one company has a dominant position. Over the last 2 years both companies have acquired several smaller ones. You are tasked with a change management initiative. In order to develop an effective communication strategy you need to understand how people are feeling.*



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## DEMONSTRATION Eliciting Stories



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## DEMONSTRATION Extracting Knowledge from Stories



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## WORKSHOP TIME

## WORKSHOP

*Imagine you have just been hired as Senior Vice President of Education. You have a large team of people who you know nothing about. You are interested in learning about your team's experiences and competencies in order to staff projects effectively. What are some questions you can ask to elicit some of their work related stories? Remember, you are not interested in facts or statements you are in pursuit of stories.*



## WORKSHOP INSTRUCTIONS

1. *Pair off.*
2. *One person will act as the "story gatherer" (interviewer).*
3. *Before beginning your interview develop a list of questions to elicit job experiences stories.*
4. *Make note of which questions elicit stories.*
5. *Discuss the stories with your partner.*
6. *Develop a list of knowledge extracted from stories.*

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## DEBRIEF INTERACTIVE EXERCISE

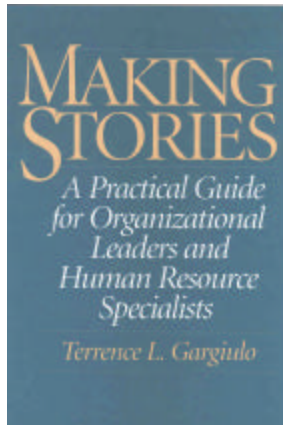


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## DRAWING & WRAP-UP



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### **TERRENCE GARGIULO**

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I'd love to hear from  
you!