



**CAUT LIBRARIANS CONFERENCE
NEGOTIATING THE CHANGING CULTURE OF ACADEMIC LIBRARIANSHIP**

Storytelling Activity

1. This activity involves the whole table.
- 2 (a) Review the following list of organizational story types:

If your objective is:	You will need a story that:
Sparkling action	Describes how a successful change was implemented in the past, but allows listeners to imagine how it might work in their situation
Communicating who you are	Provides audience-engaging drama and reveals some strength or vulnerability from your past.
Transmitting values	Feels familiar to the audience and will prompt discussion about the issues raised by the value being promoted.
Fostering collaboration	Movingly recounts a situation that listeners have also experienced and that prompts them to share their own stories about the topic.
Taming the grapevine	Highlights, often through the use of gentle humor, some aspect of a rumor that reveals it to be untrue or unlikely.
Sharing knowledge	Focuses on mistakes and shows in some detail how they were corrected with an explanation of why the solution worked.
Leading people into the future	Evokes the future you want to create without providing excessive detail that will only turn out to be wrong.

Source: Denning, S. (2004, May). Telling Tales. *Harvard Business Review*, p.127

2 (b) Thinking about your own situation, list up to three examples or scenarios of how storytelling could be used by your own organization (library or academic staff association). Don't forget to specify the objective of the storytelling.

Scenario 1:

Objective:

Scenario 2:

Objective:

Scenario 3:

Objective:

3. As a table, share your ideas and generate a list of the top three scenarios and be prepared to share these with the rest of the room.