

## Guidelines for Stories from the Field

How can storytelling be used successfully in organizations? Do you know of a situation where the use of story has added value to an organization? Are you exploring or using a storytelling methodology, technique, or concept that's applicable to organizations? Have you given a presentation, thought about a framework, or conducted research about storytelling in organizations that could benefit others? **Stories from the Field** offers an opportunity to share your knowledge, thoughts, and experiences with others who are actively using story in their work.

*Note: At the present time, there is no peer review of these pieces. We are more anxious to begin a library of ideas. Perhaps in the future, these will serve as a base for producing a more formal publication of ideas and practice on the use of story in the organizational setting.*

### Guidelines for Submission

The following guidance is provided to assist you in submitting your contributions. If followed, those who wish in the future to find ideas for themselves will have a map in mind as they read through the submissions that will ease the task.

The guidance is divided into two segments. The first (A) describes what would be useful if you are reporting on an actual use of story and storytelling in an organizational setting. The second (B) describes what would be useful if you are writing up your thinking and/or research about the use of story and storytelling in an organizational setting.

Specifications:

**Length:** 750 to 5000 words.

**Title:** Select a title that captures the essence of what you want to convey. Or if you are wed to a catchy title, use the subtitle to convey this essence.

**Contributor:** Include a bio (50-75 words).

#### A. How the Use of Story Added Value in an Organization:

This category can be used for telling the story of how you used story or storytelling in your work in organizations. It may reflect a simple use of telling a story to affect a change or it may reflect a major organization-wide initiative where story was a part of the process or anything in between.

**Background:** Include details about the story, yourself, and/or the organization that will provide a foundation.

**Purpose:** Why was story or storytelling used in this situation?

**Issue:** What was the sticking point or desire for which the use of story was being applied?

**Process:** What methodology/technique did you use?

**Impact:** What changes did you see in the organization as a result of this?

**Lessons:** What did you learn from this that you would like to pass along to others?

**Some questions to consider as you write your story:**

- What kind of an organization was involved?
- Who told the story(ies)?
- What story(ies) was told?
- How was the story(ies) told?
- Who heard the story(ies)?
- What effect did the storytelling have on the listeners?
- What effect(s) did the storytelling work have on the organization?
- What factors contributed to the successful use of story?
- Has story been used in other ways within this organization?
- What was learned from this example?
- What does this situation suggest about other ways to use stories?
- What tips would you pass along about organizational storytelling?

#### B. Exploration of Applying Story in Organizations:

This category can be used for reporting on research or for writing conceptual ideas you have developed as a result of reading, doing, thinking, etc. about the use of story in the organizational setting.

**Background:** Include details about yourself and your exploration that provide a foundation for your report.

**Purpose:** What prompted you to do this work? What question were you trying to answer?

**Process:** Describe any methodology you used for this work.

**Report:** Describe and explain what you concluded and/or learned from this work.

**Some questions to consider as you write your story:**

- Why are you interested in this material?
- What did you learn about this topic?
- What conclusions have you reached?
- What did your exploration reveal about how story might be used in organizations?
- How have you used what you've learned about organizational storytelling?