

Behavioral Change for the Orner

Surprise Yourself by Working with Stories

Science of Behavior Change Summit

The eLearning Guild



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Ladies and Gentlemen,

what would you say if I told you
about a method for changing behavior
that is

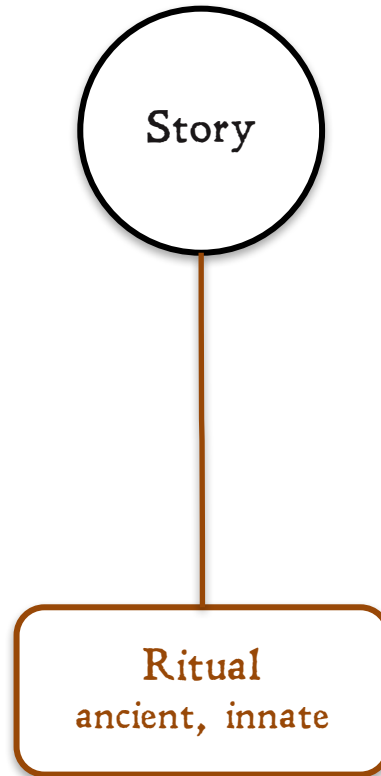
thousands of years old,
available to *everyone*,
free of charge,
inherently *engaging*,
authentically *effective*,
and often *overlooked*?

What is this amazing method?

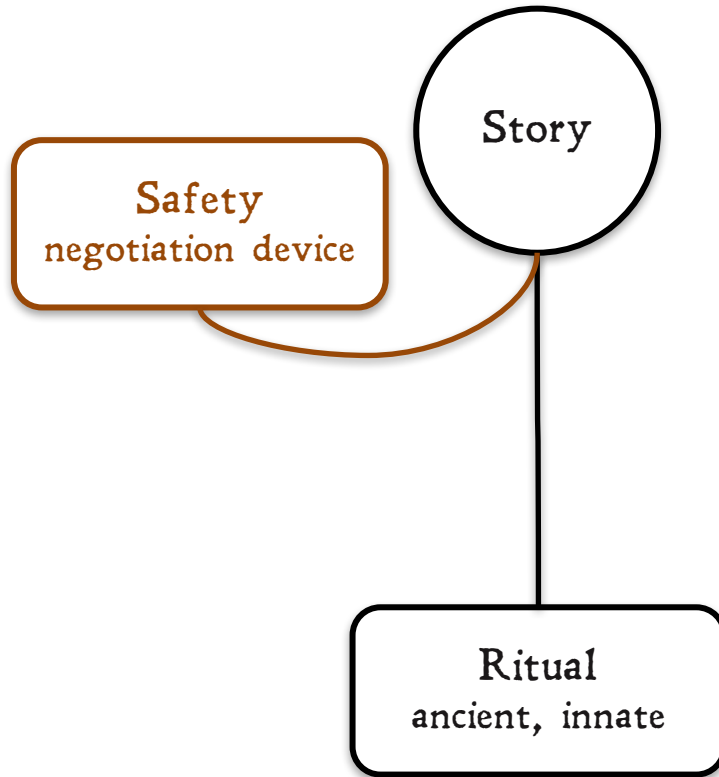


People sharing stories with each other.

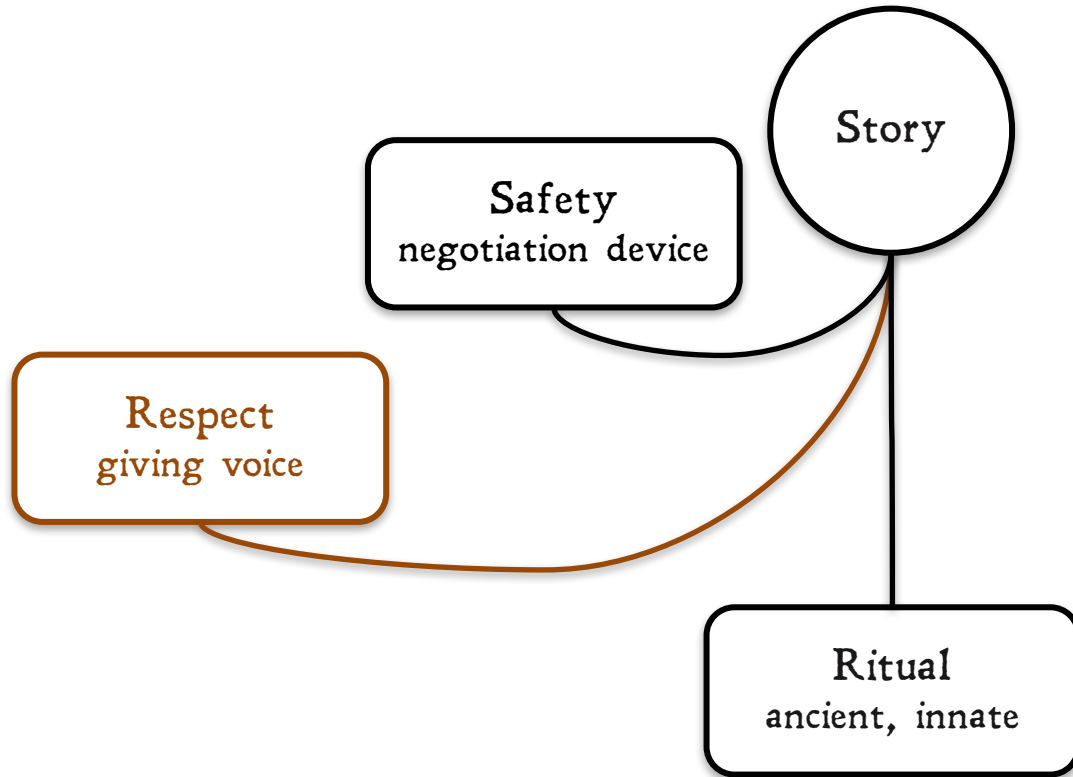
Stories and behavioral change



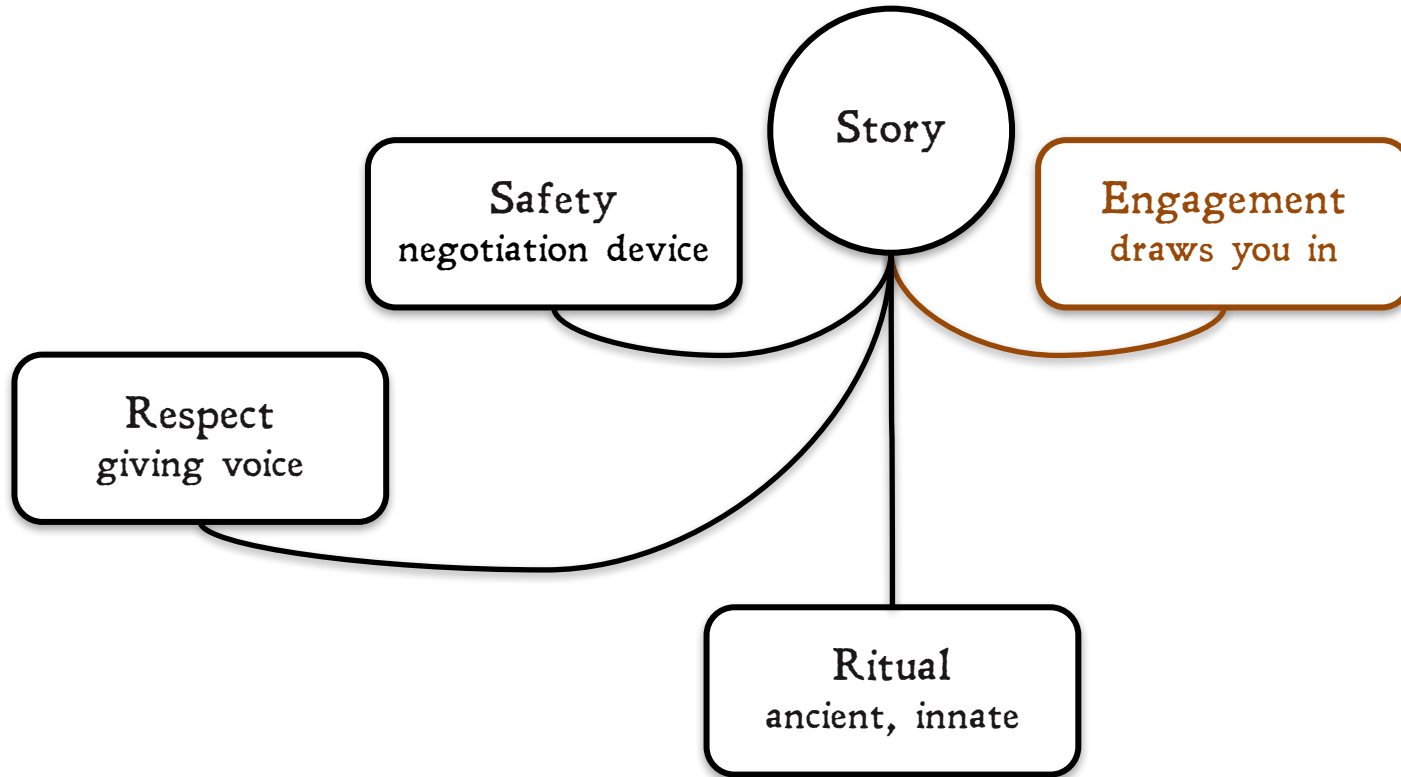
Stories and behavioral change



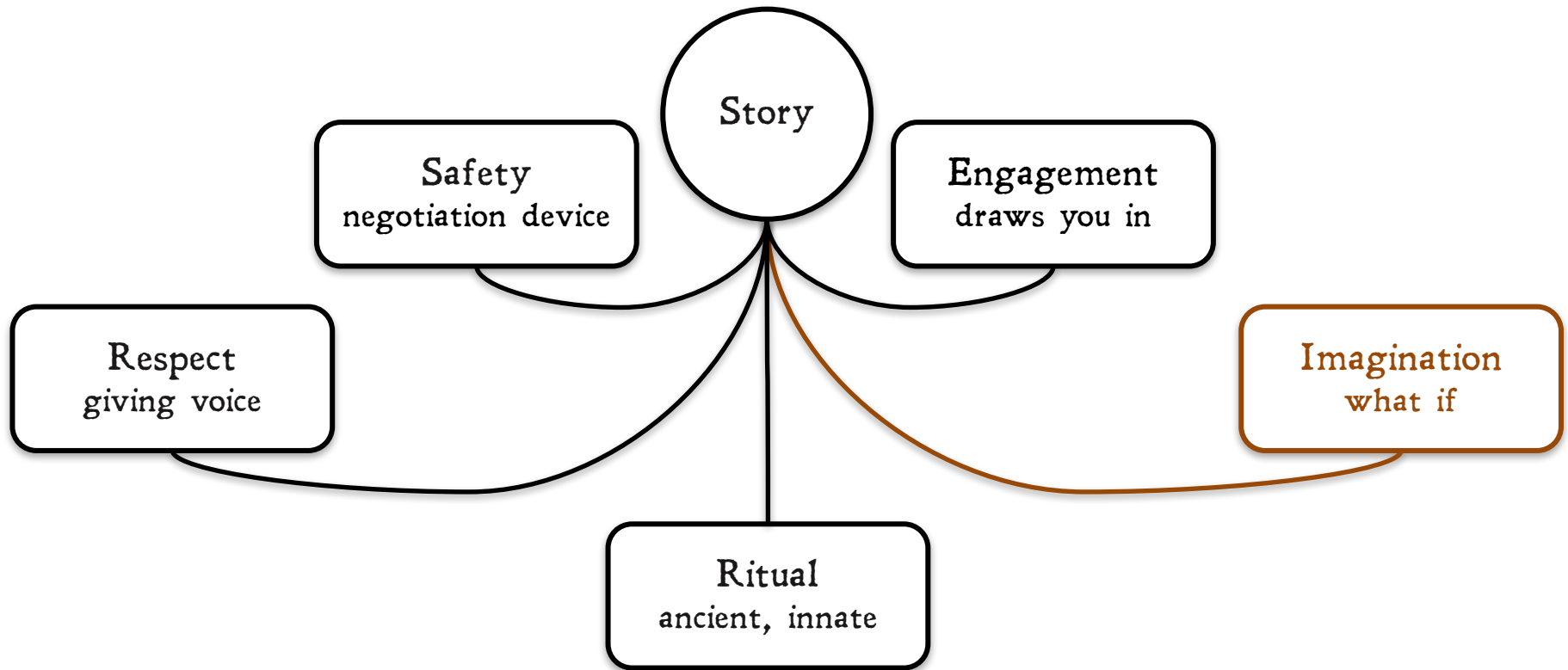
Stories and behavioral change



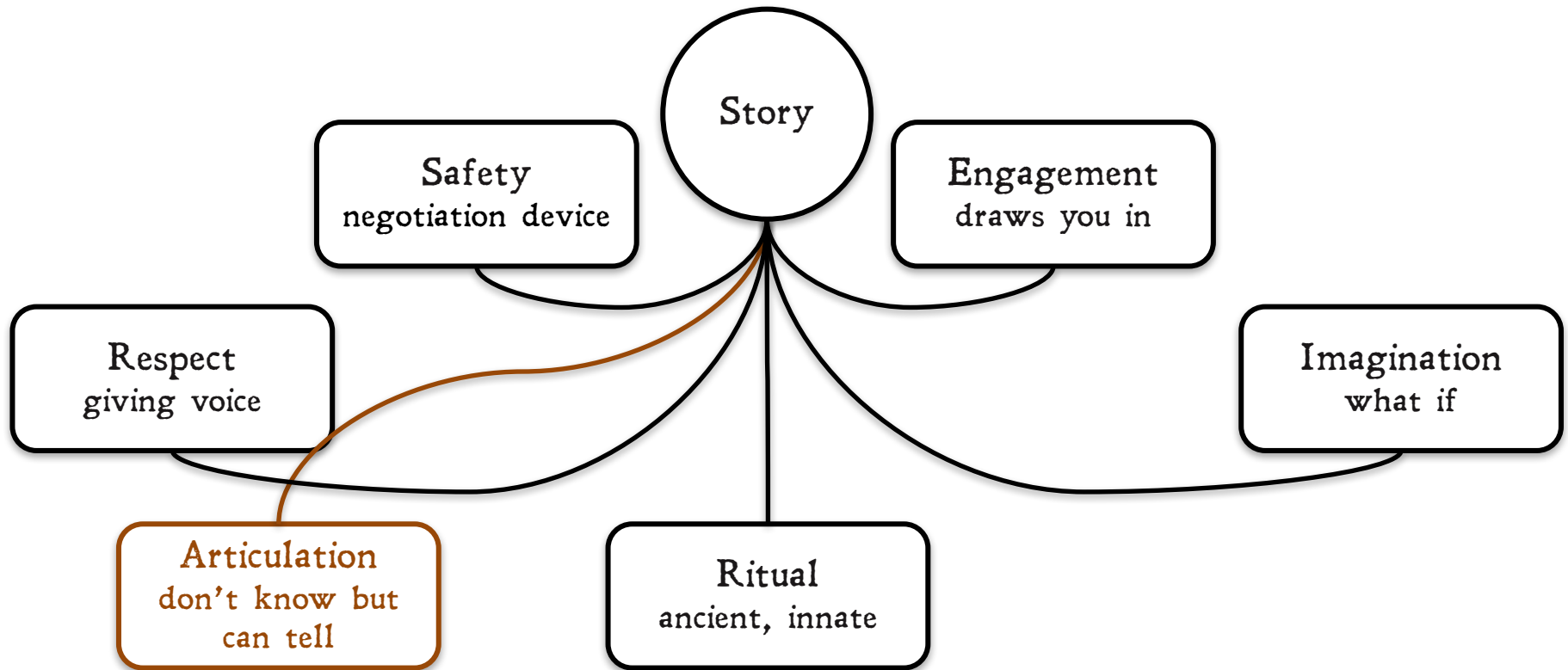
Stories and behavioral change



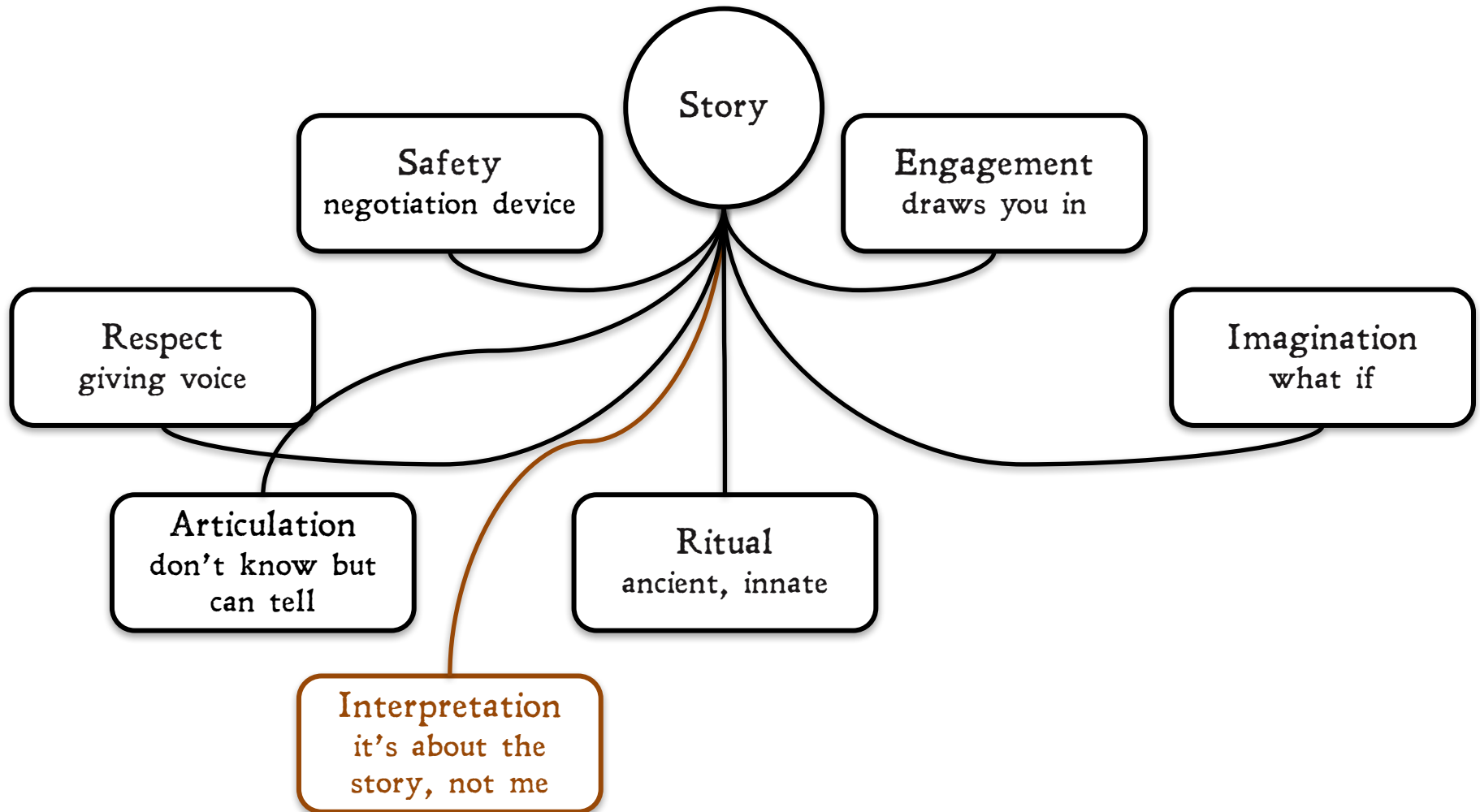
Stories and behavioral change



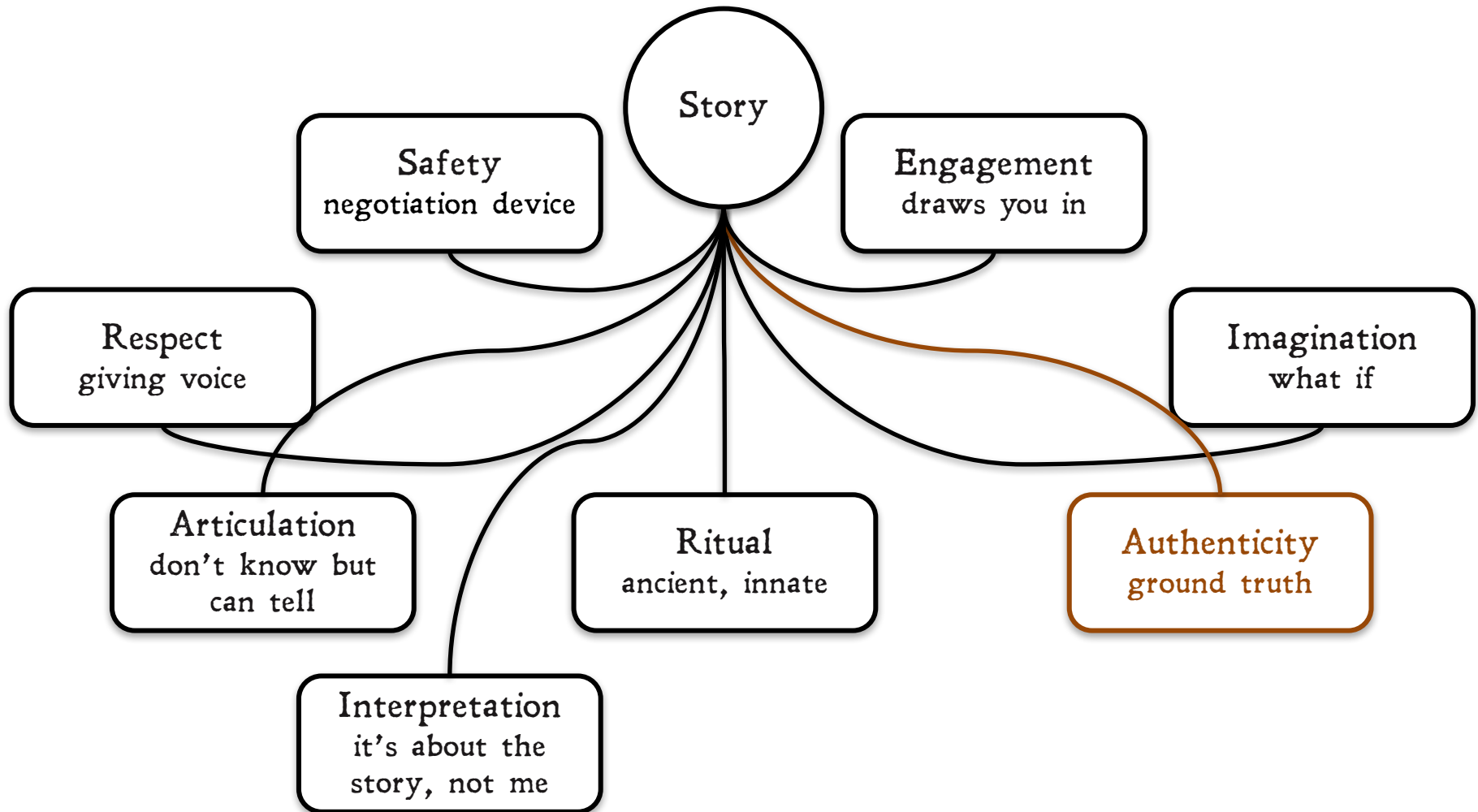
Stories and behavioral change



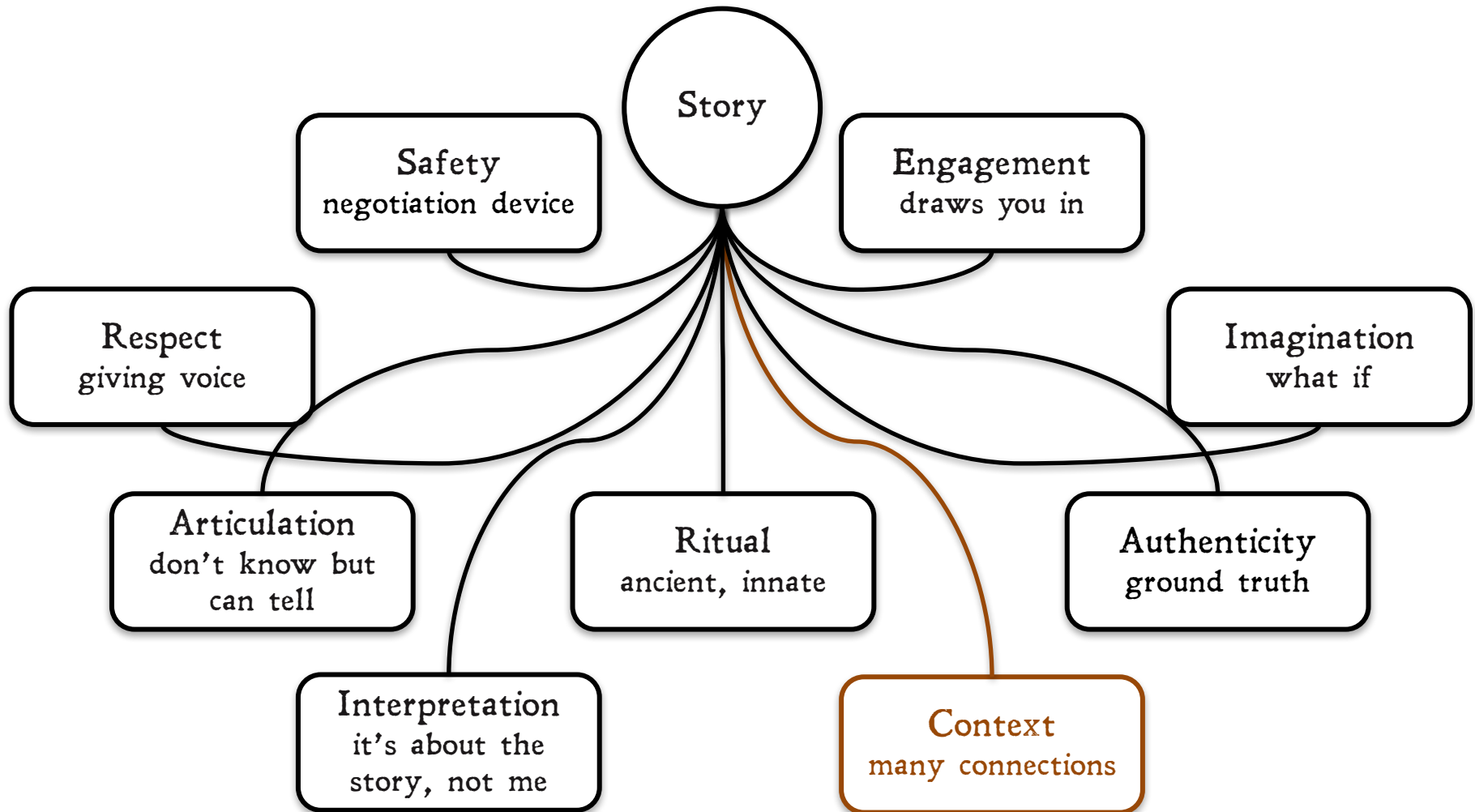
Stories and behavioral change



Stories and behavioral change



Stories and behavioral change



Stories and behavioral change

Which of these aspects of story have you heard about the most?

Ritual
Safety
Respect

Engagement
Imagination

Articulation
Interpretation

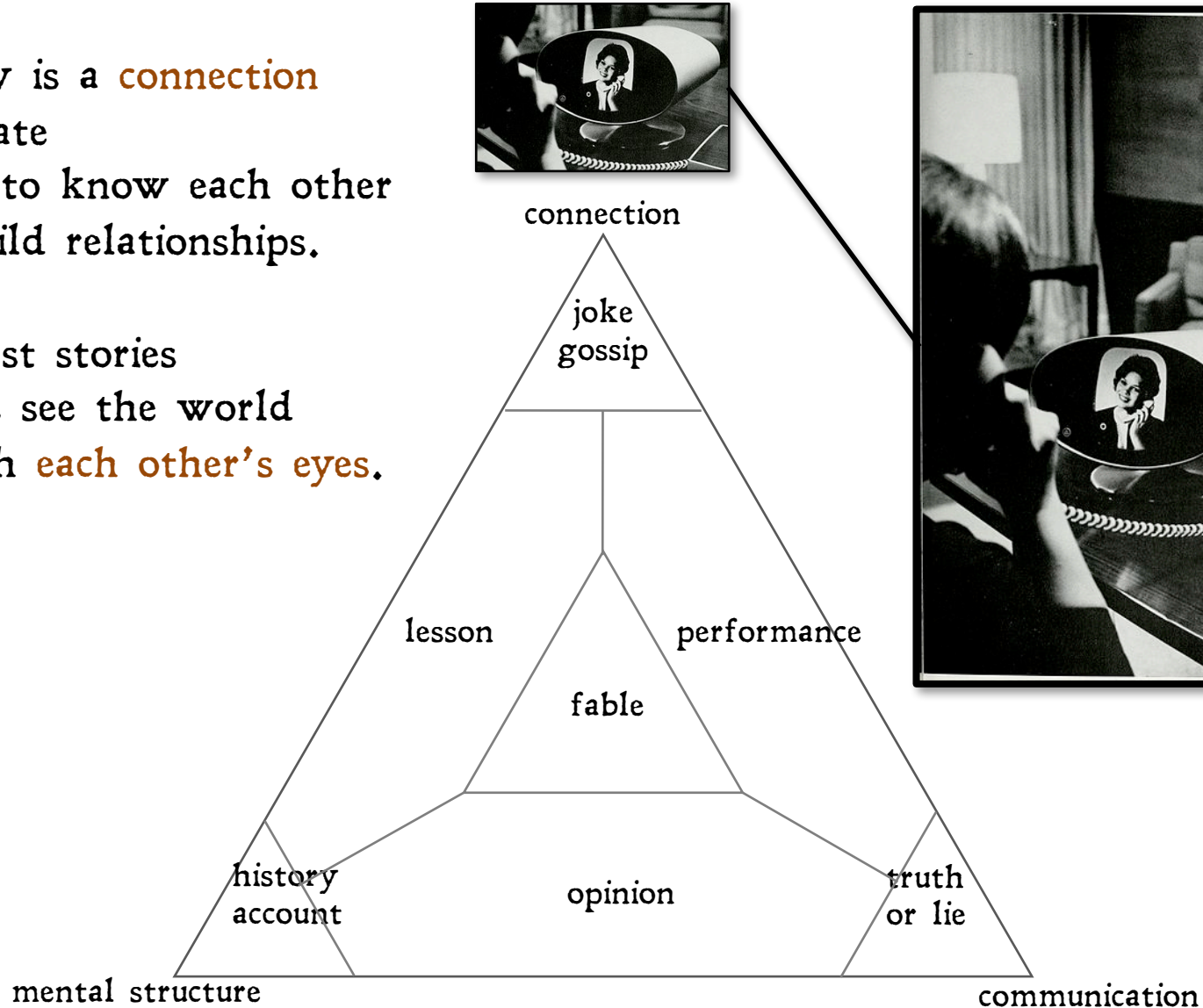
Authenticity
Context

Choose up to three.

How do stories work?

A story is a **connection** we create to get to know each other and build relationships.

The best stories help us see the world through **each other's eyes**.



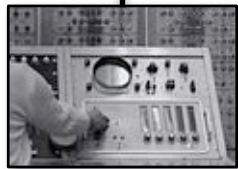
How do stories work?



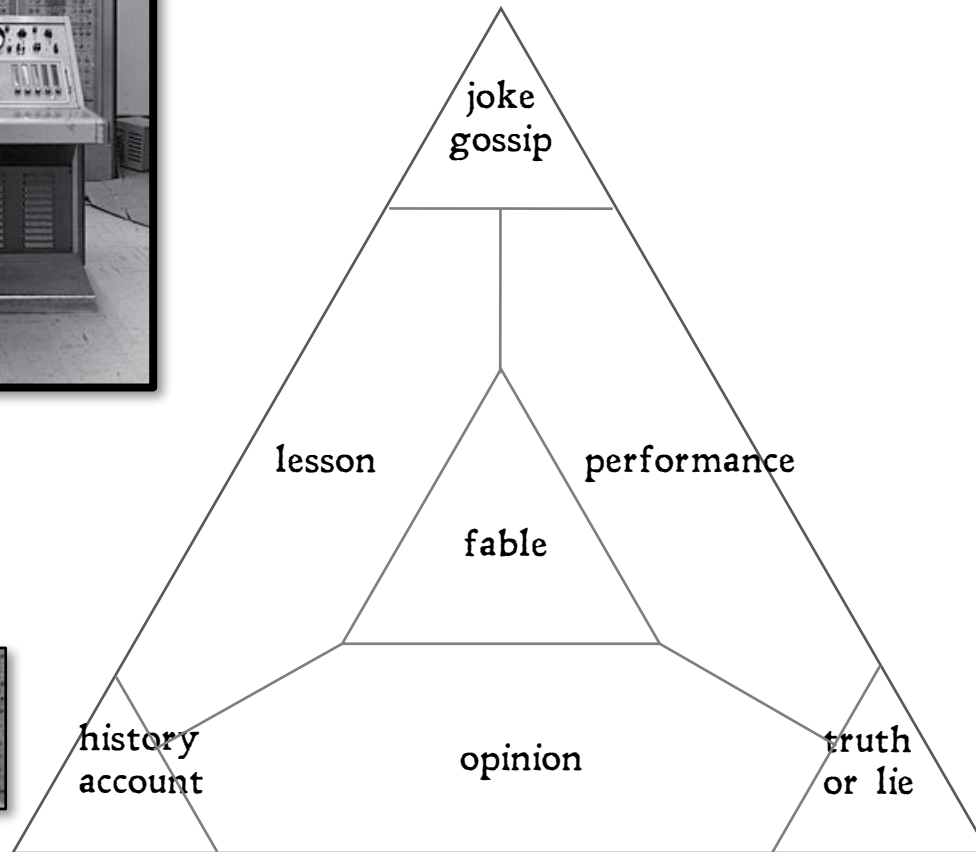
connection

A story is a **mental structure** we create to remember, learn, and imagine.

The best stories help us **make sense** of our lives.



mental structure



communication

How do stories work?

A story is a **communication** we create to inform, persuade, or entertain.

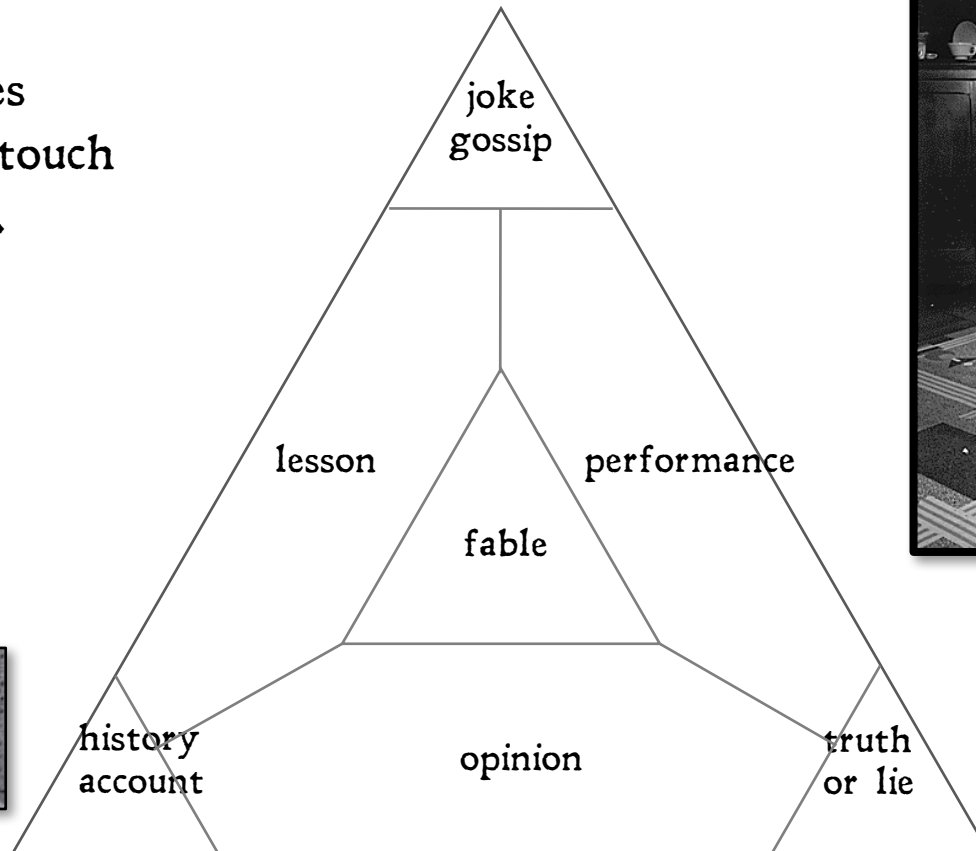
The best stories **reach out** and touch their audiences.



connection



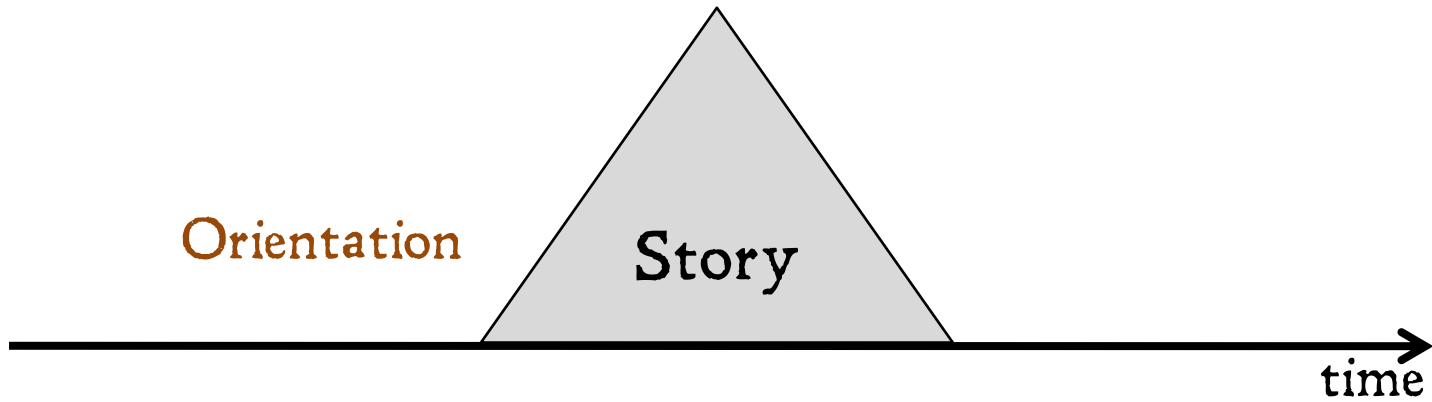
mental structure



communication

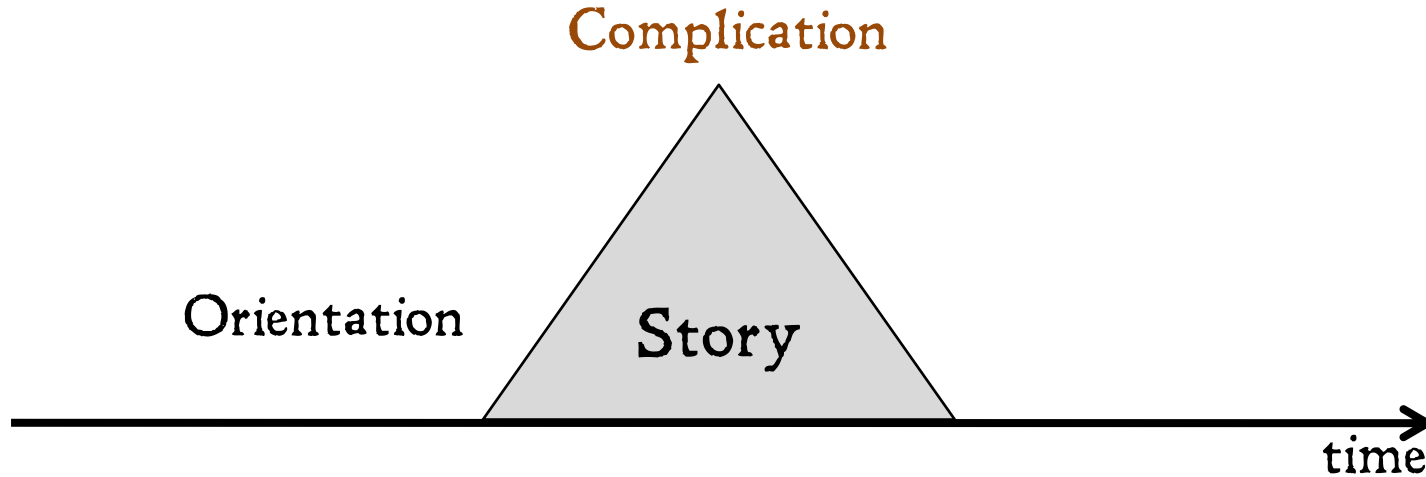
How do stories work?

The **shape** of a story



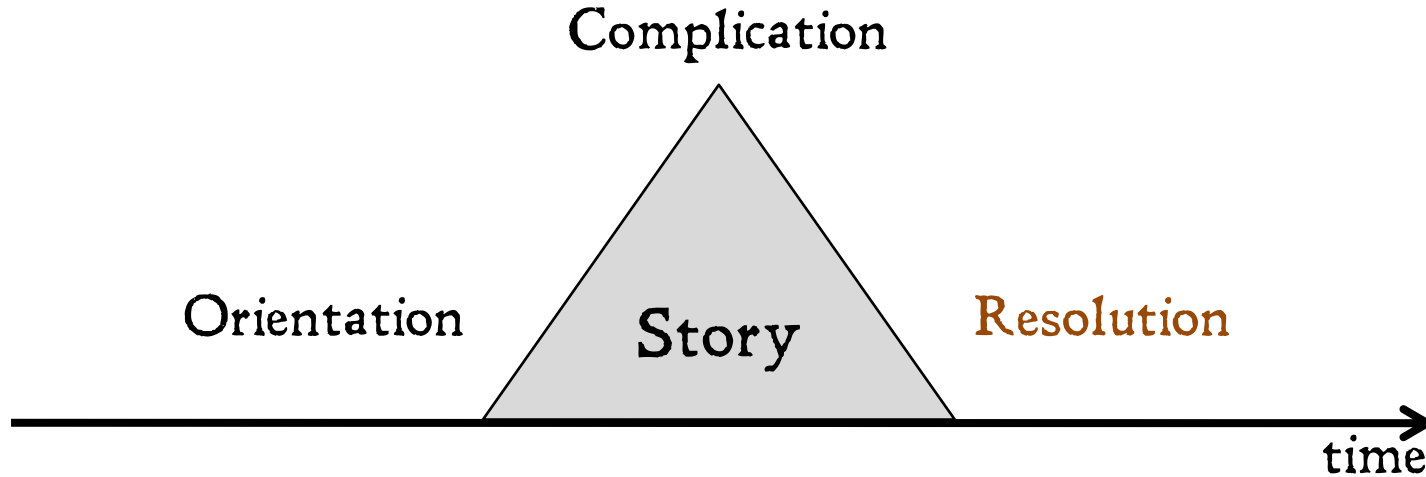
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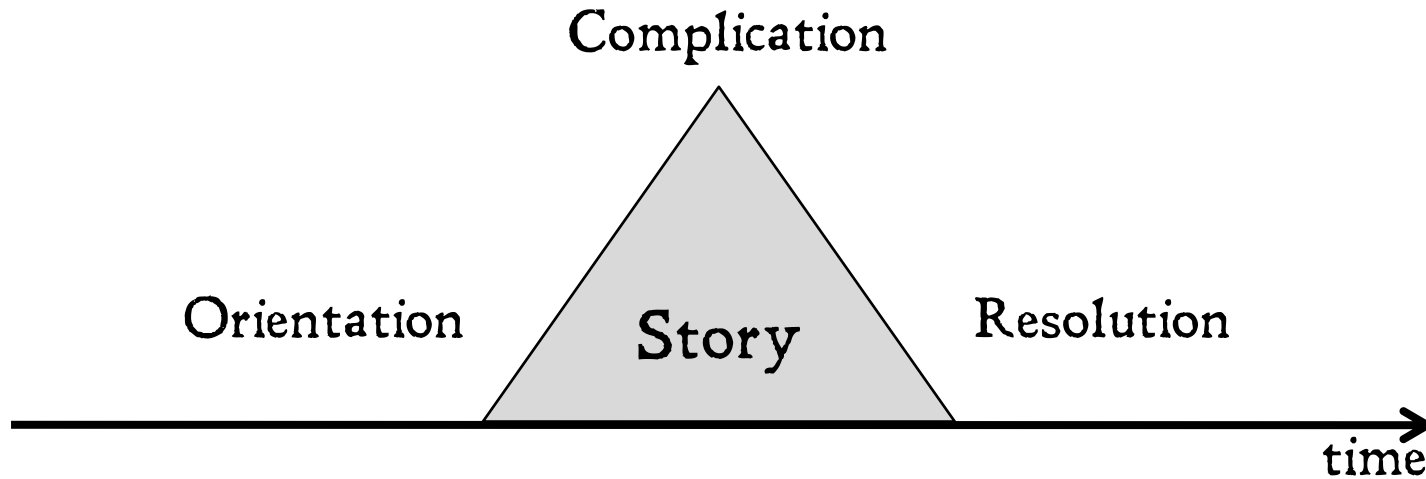
How do stories work?

The **shape** of a story



How do stories work?

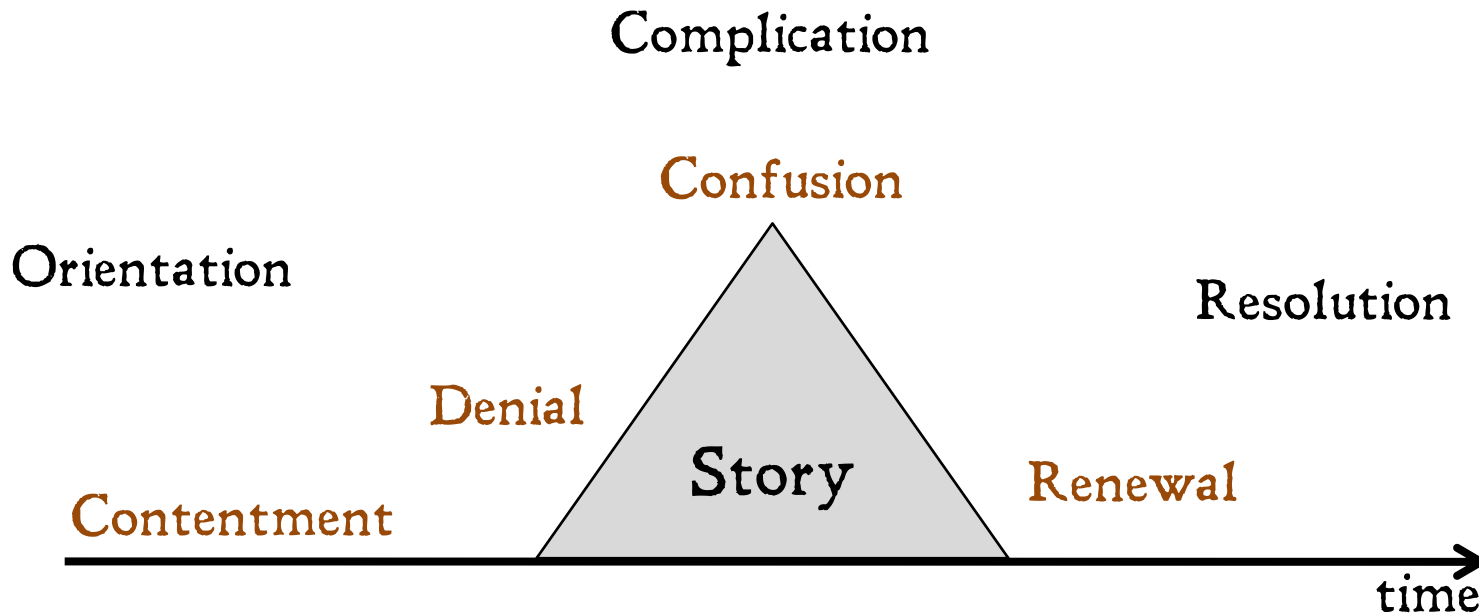
The **shape** of a story



It's like a knot. We tie it, then we untie it.

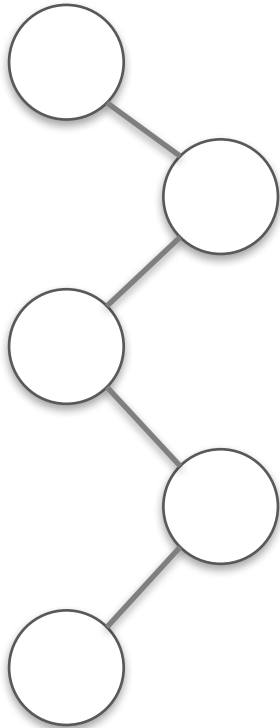
How do stories work?

Story form and Claes Janssen's **Four rooms of change** model

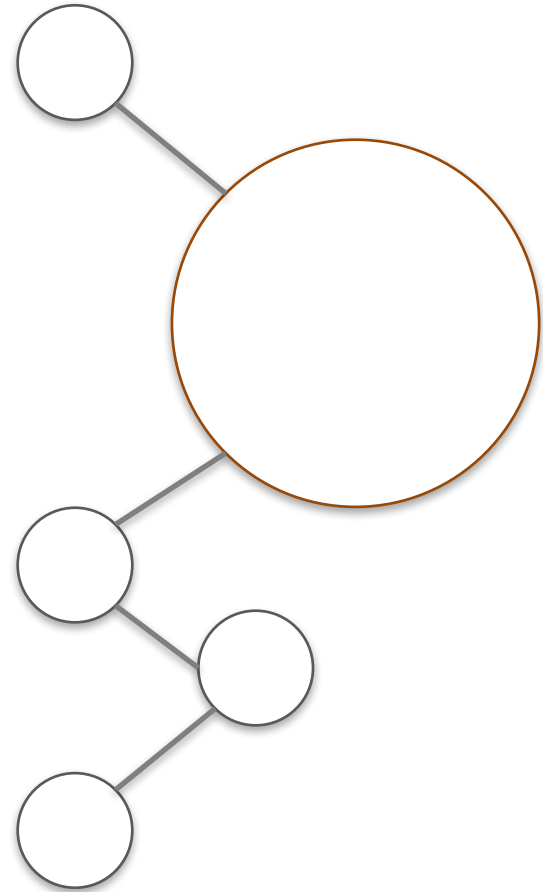


How do stories work?

The **rhythm** of a conversational story



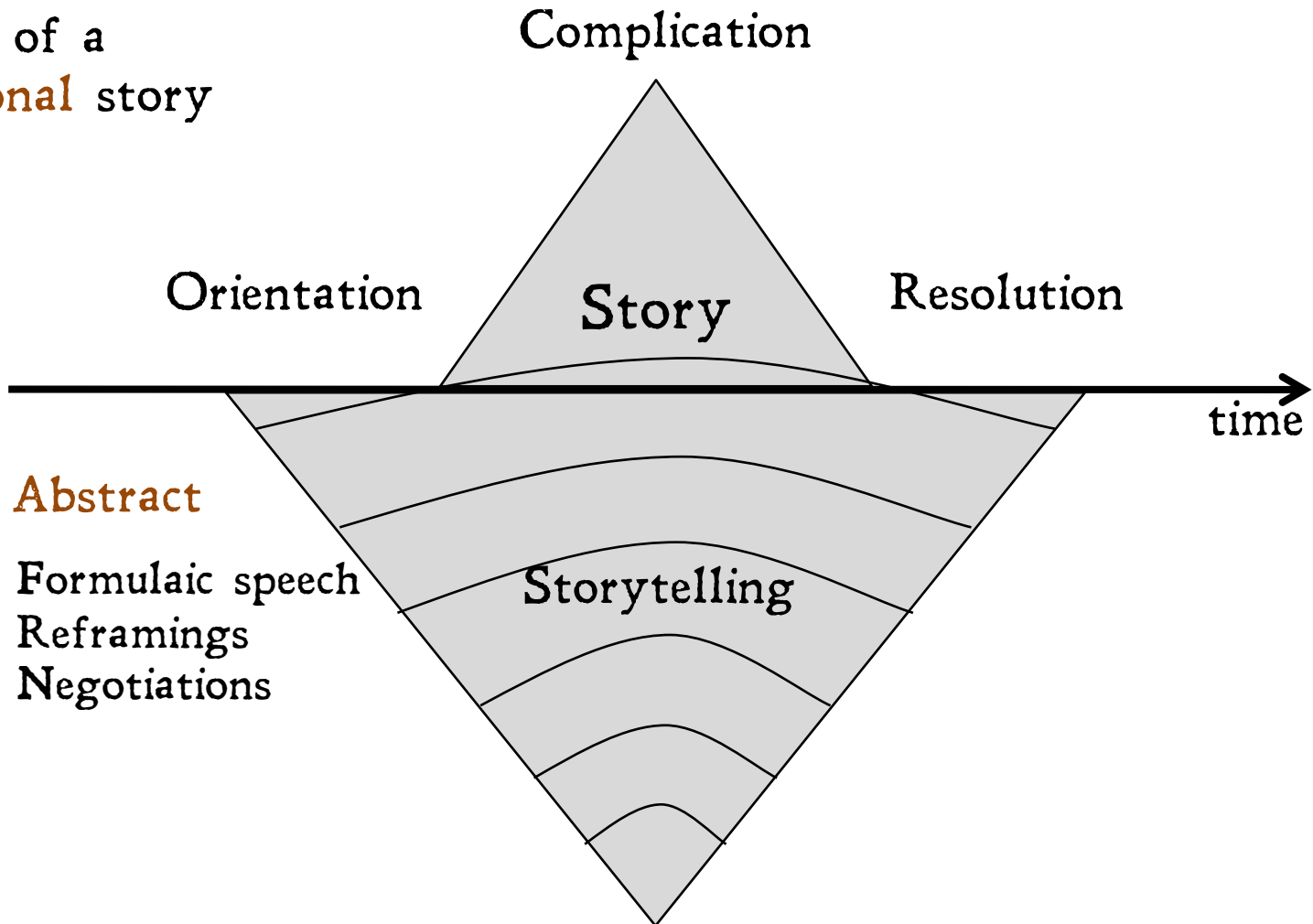
Conversation = tick-tock
Turn taking



Story = holding the floor
Privilege + danger = ritual

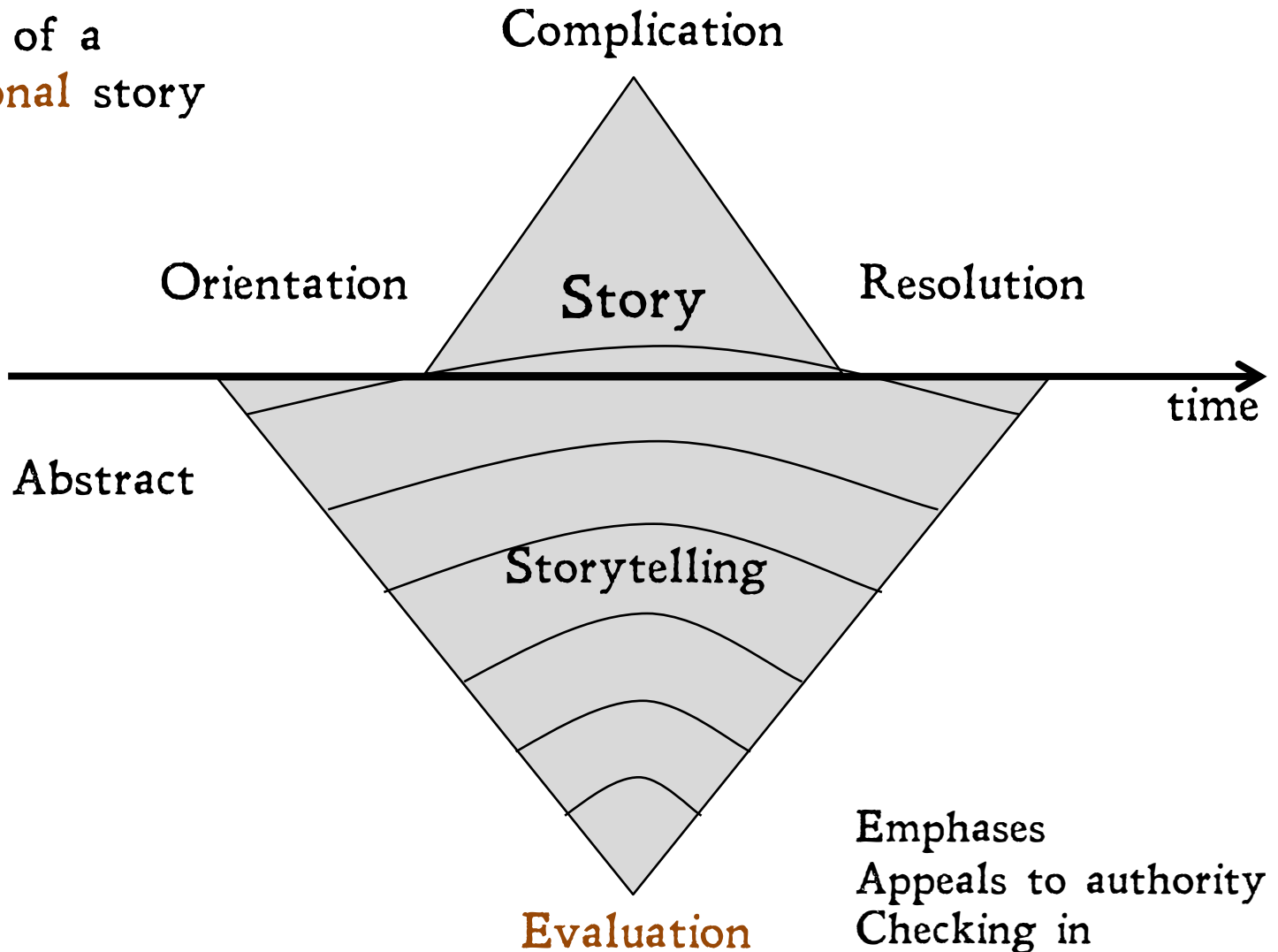
How do stories work?

The shape of a
conversational story



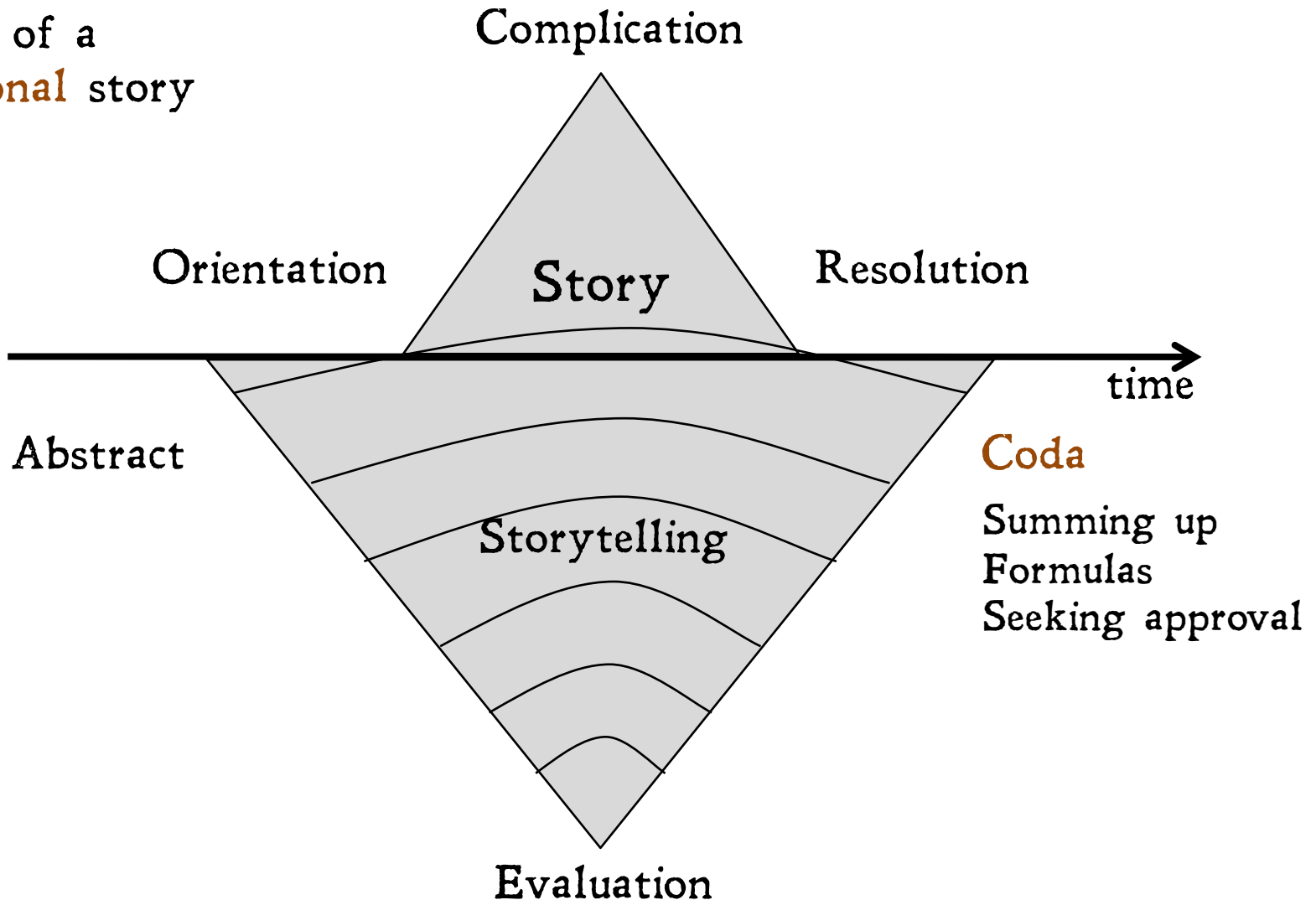
How do stories work?

The shape of a
conversational story



How do stories work?

The shape of a
conversational story



How do stories work?

Why all this complexity?

It's like **wrapping paper**.

We wrap stories and gifts in **social ritual**.

Both rituals send the **signal**:

I'm reaching out

I'm **vulnerable**

Be kind

Don't attack

At least wait a while



How do stories work?

What are your reactions to this part of the presentation? What sparked your interest? What resonates? What confused you?

Please type your responses into the chat.

Introducing Participatory Narrative Inquiry

participatory,
not extractive

Participatory narrative inquiry is an approach in which groups of people **participate** in gathering and working with raw stories of personal experience in order to make sense of complex situations.

PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

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using stories to
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not just
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everyday
anecdotes, not
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deep
exploration,
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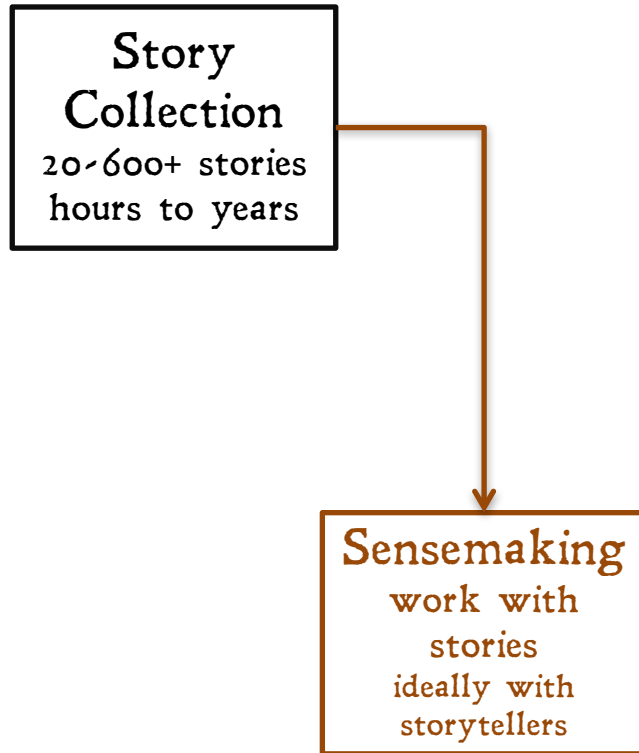
PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and **interpretation** of lived experience.

people reflect
by answering
questions about
stories

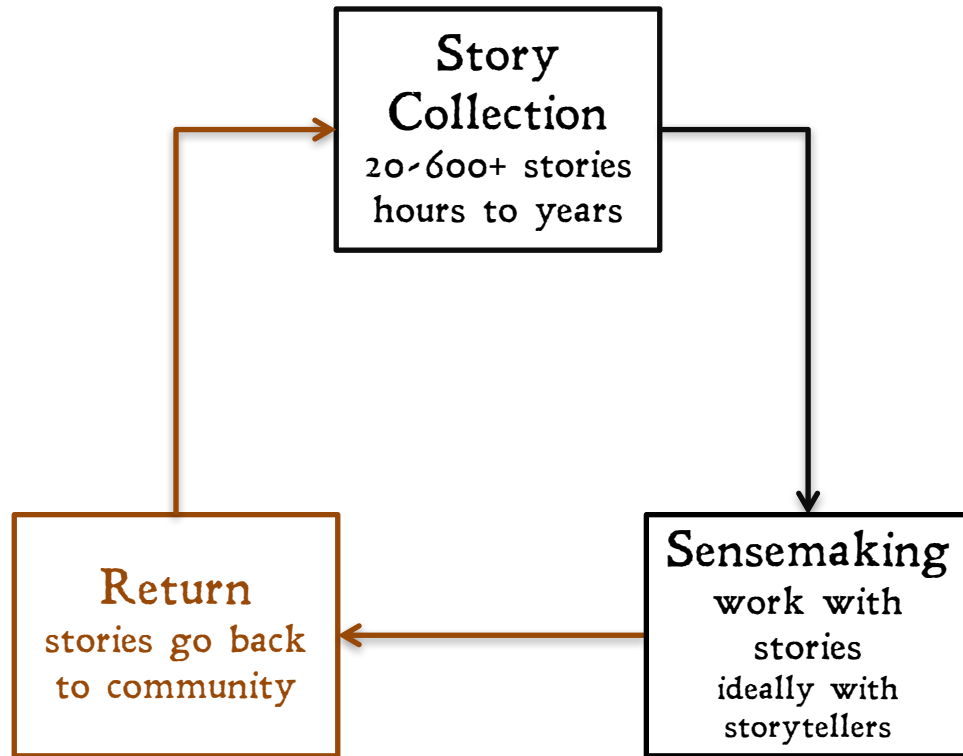
Introducing Participatory Narrative Inquiry

Story
Collection
20-600+ stories
hours to years

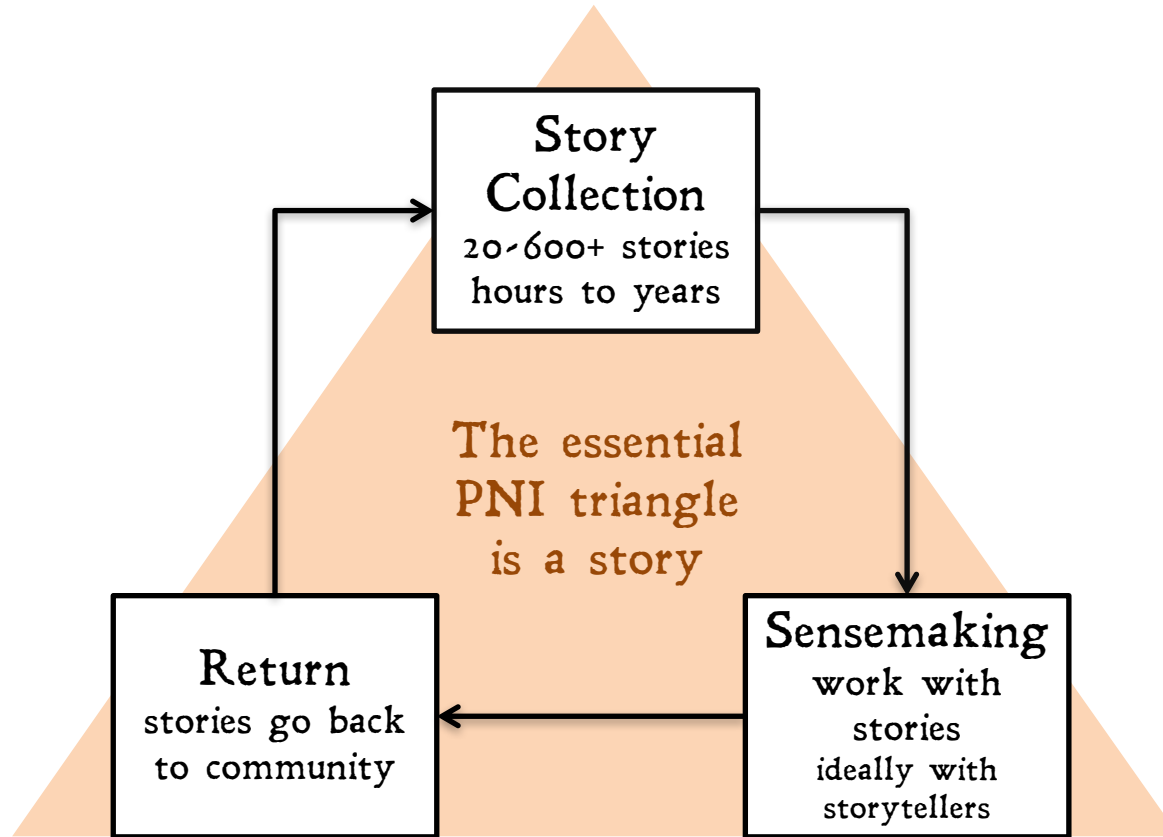
Introducing Participatory Narrative Inquiry



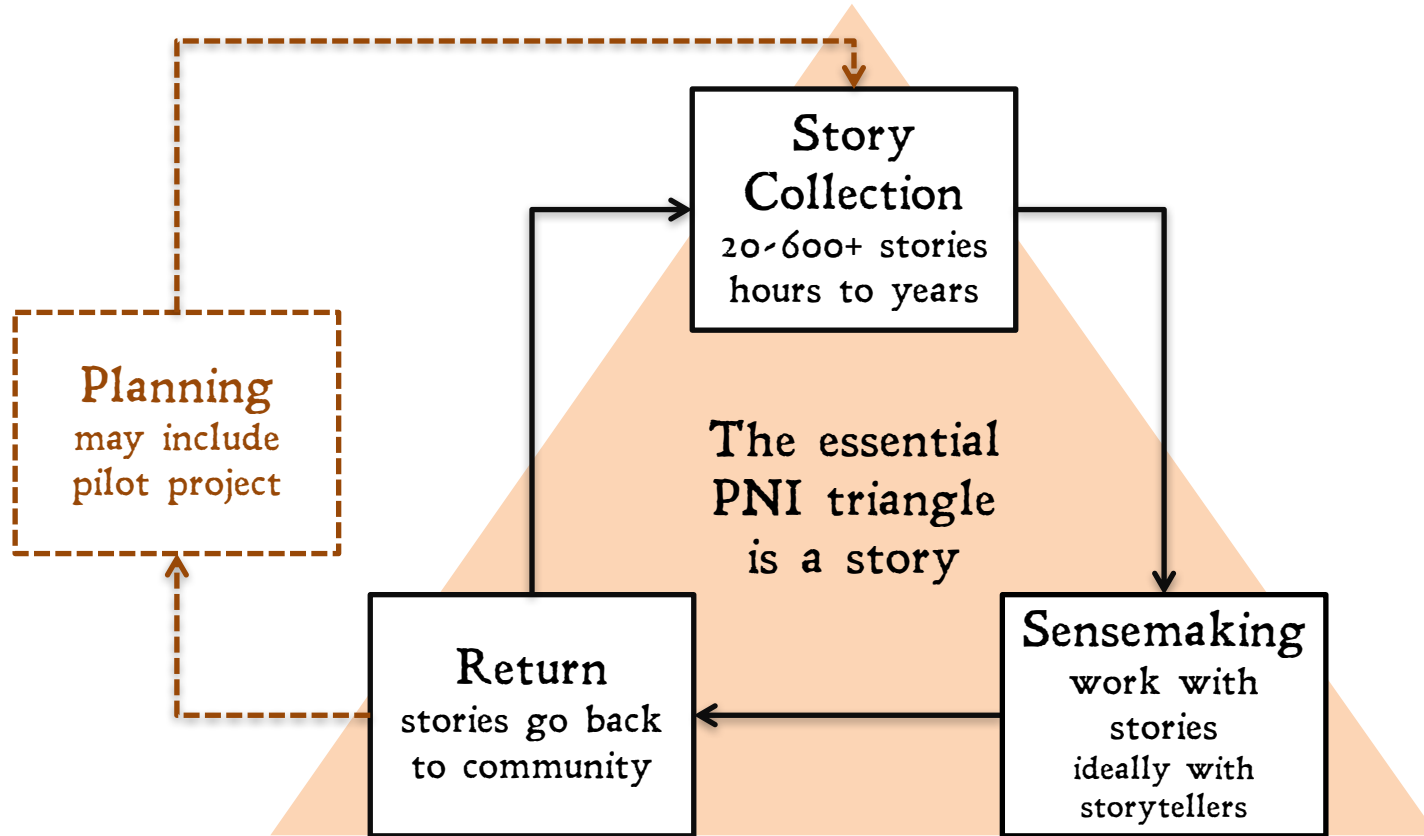
Introducing Participatory Narrative Inquiry



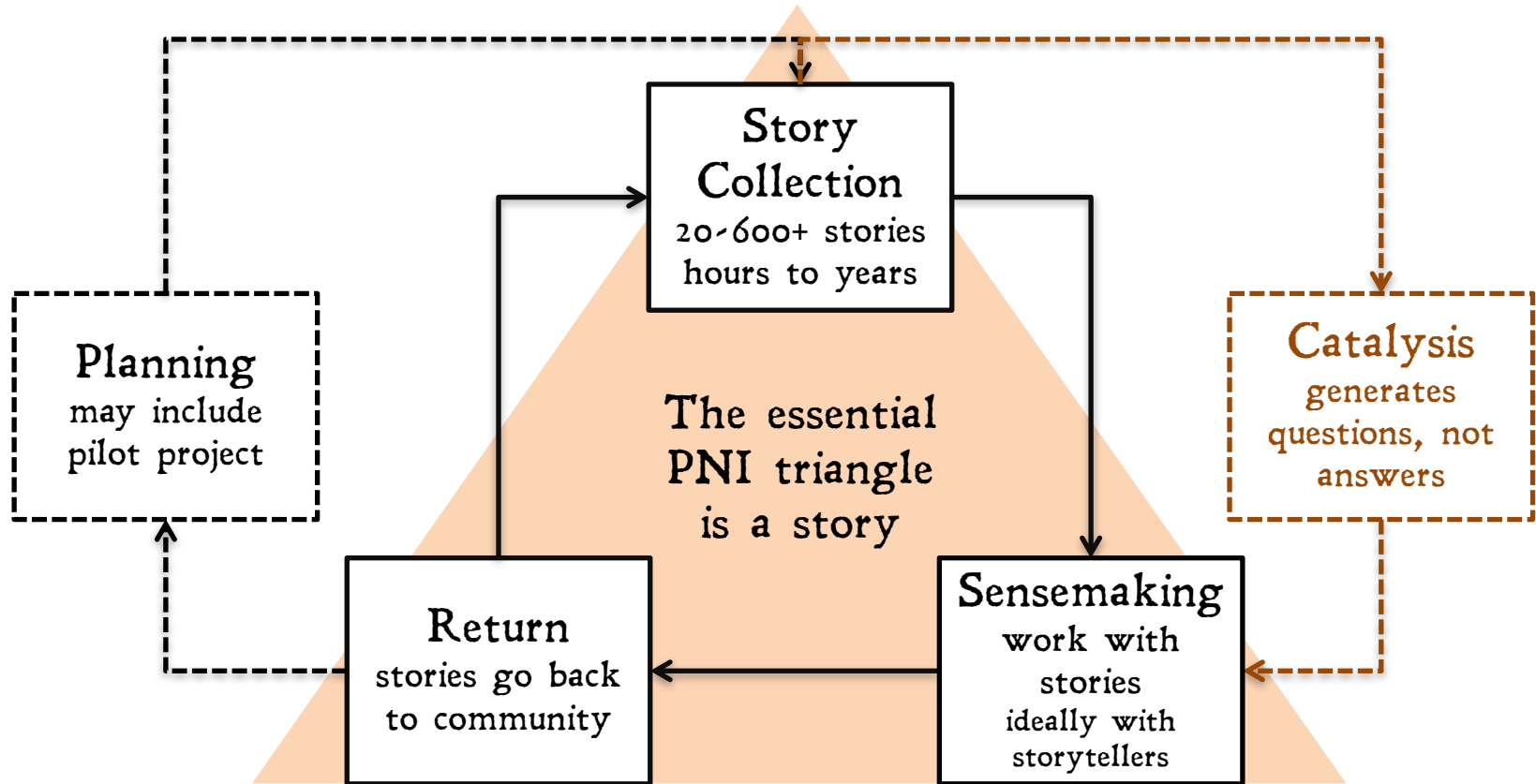
Introducing Participatory Narrative Inquiry



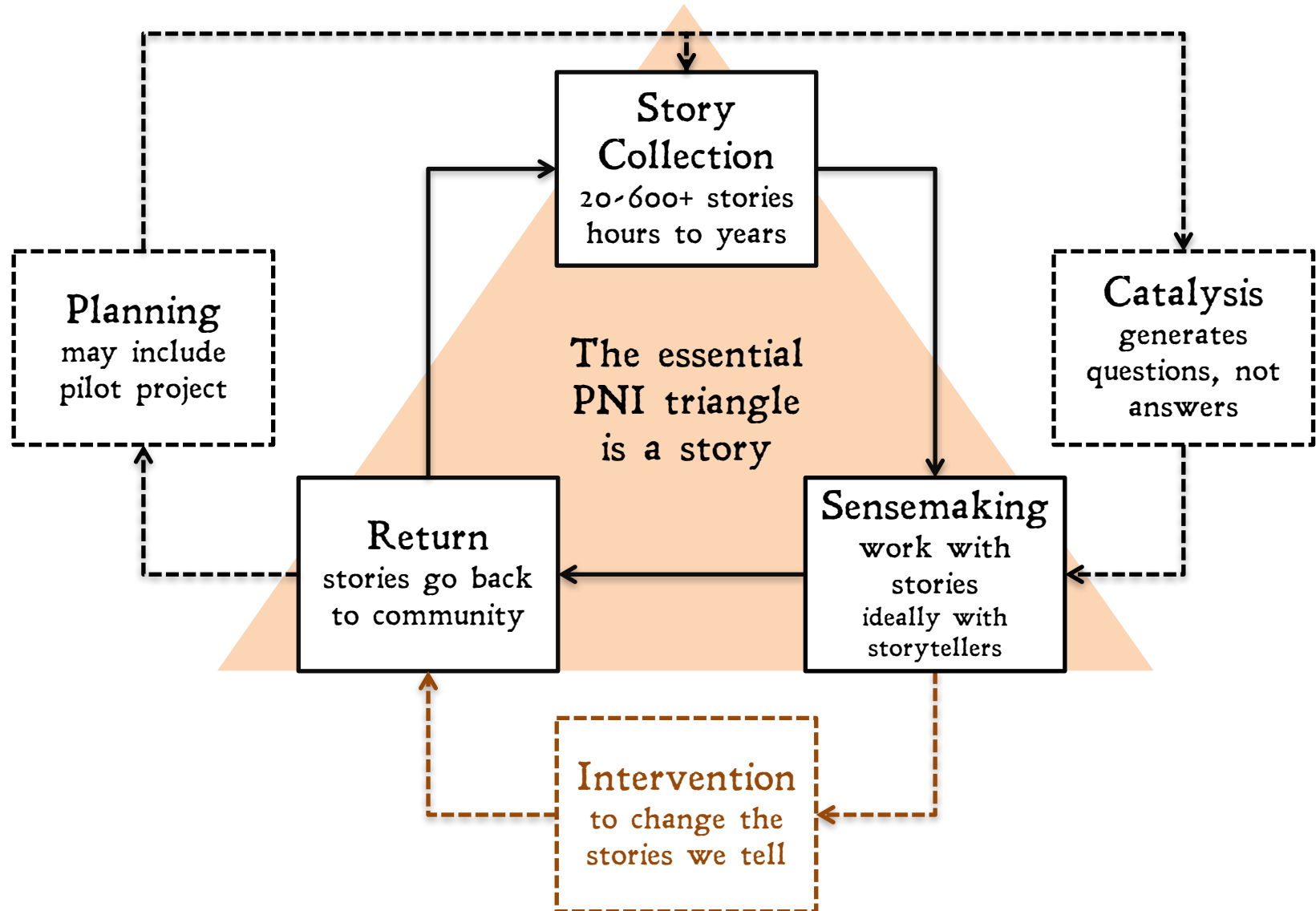
Introducing Participatory Narrative Inquiry



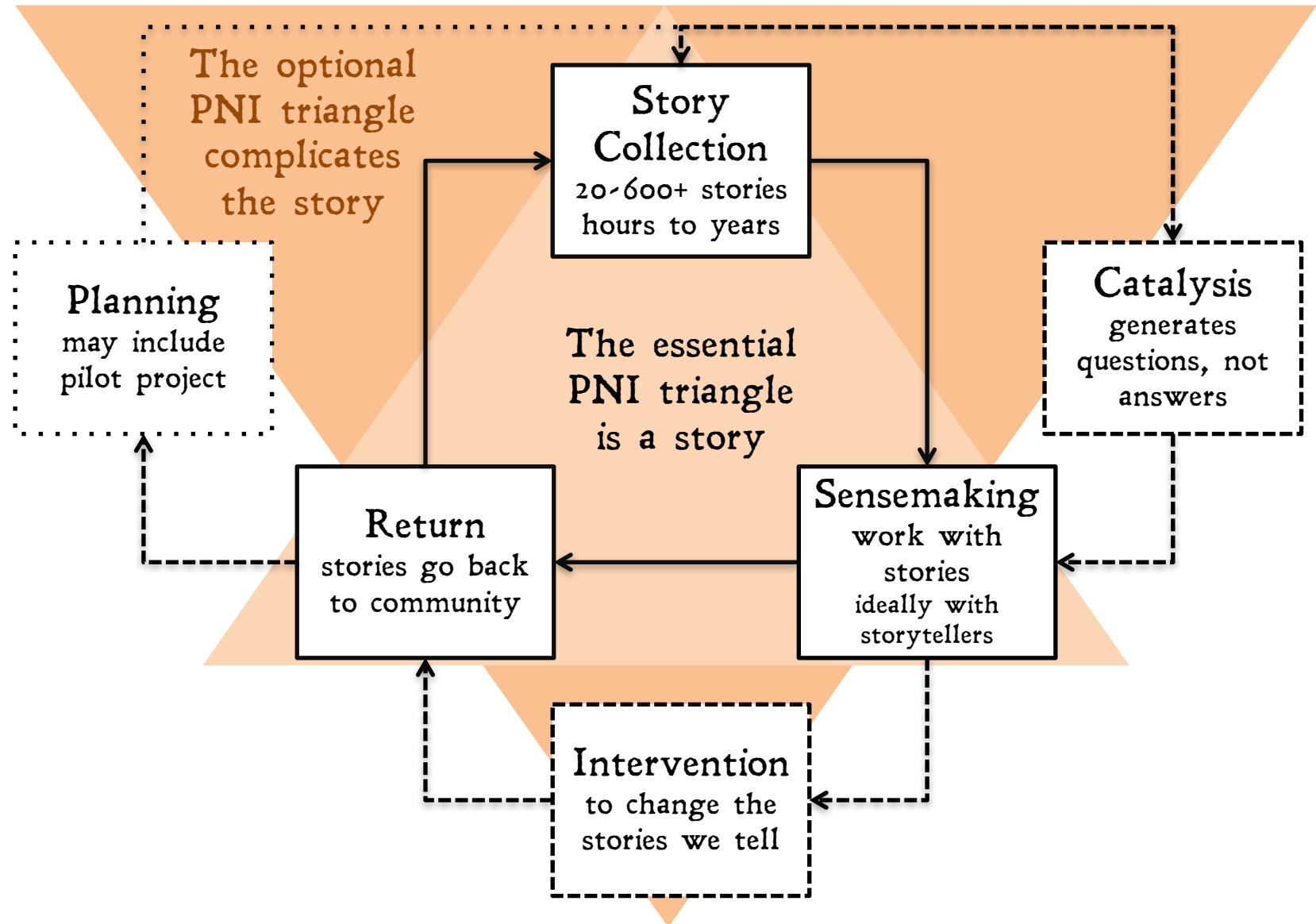
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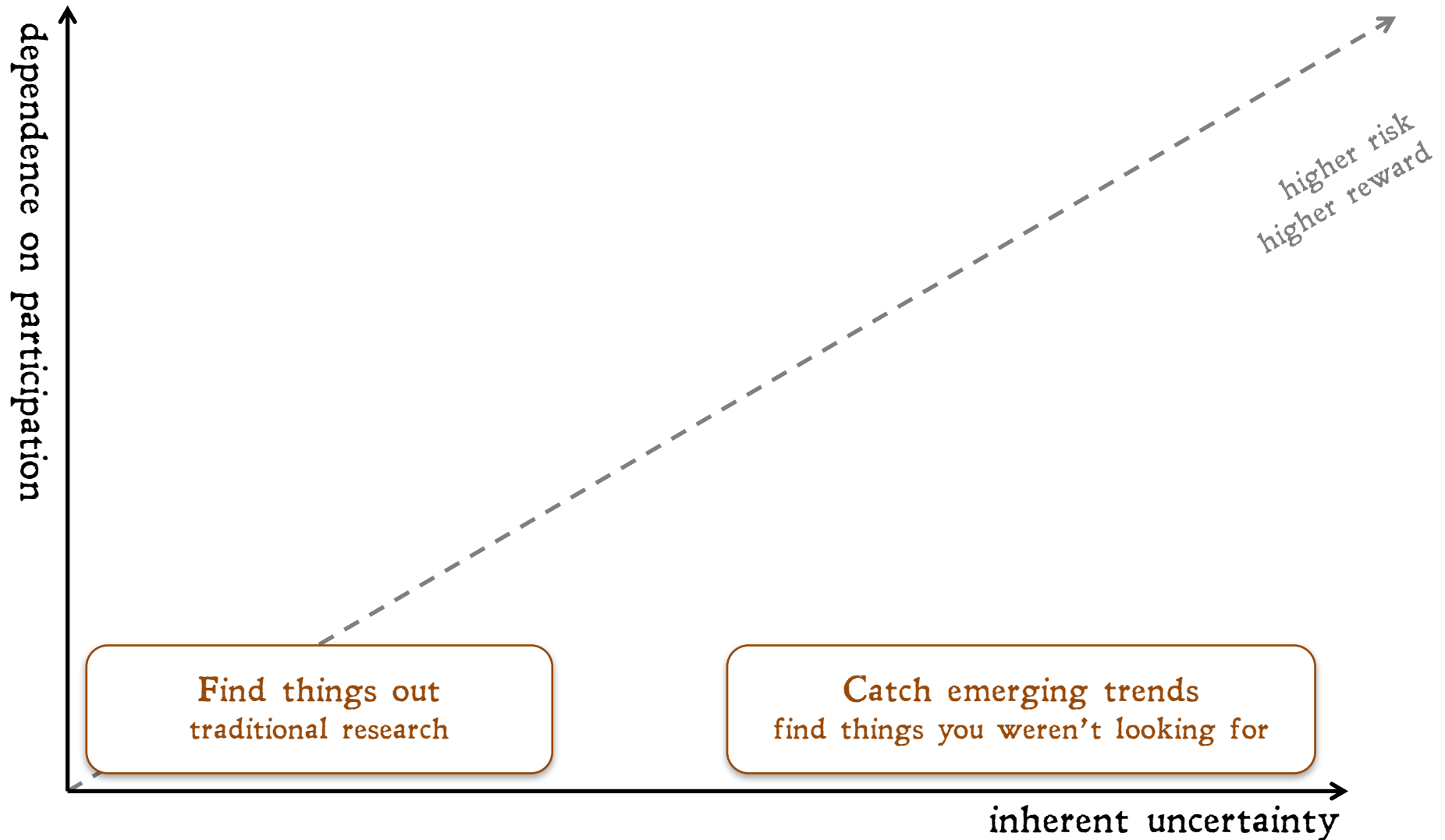
Introducing Participatory Narrative Inquiry



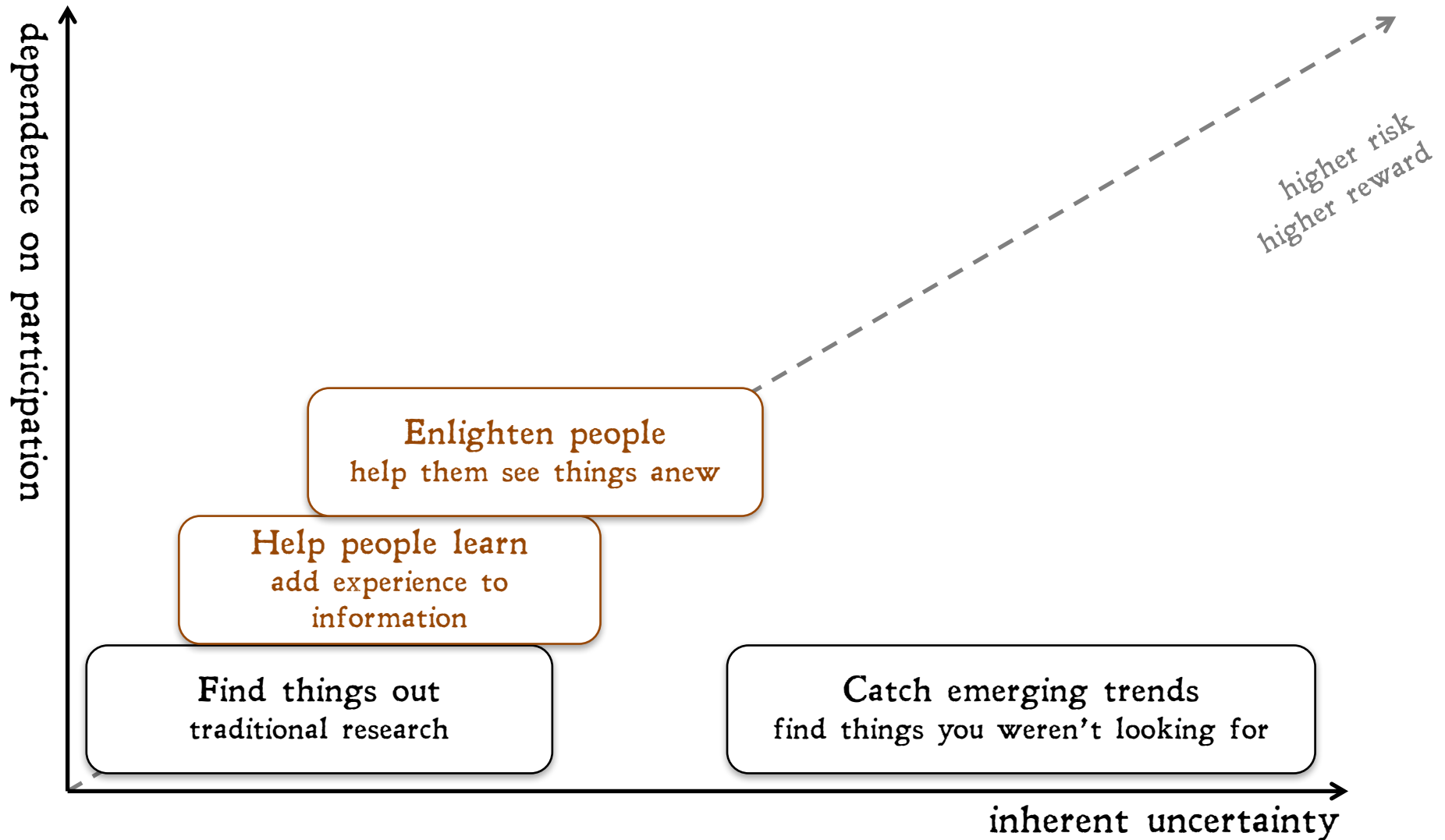
Introducing Participatory Narrative Inquiry



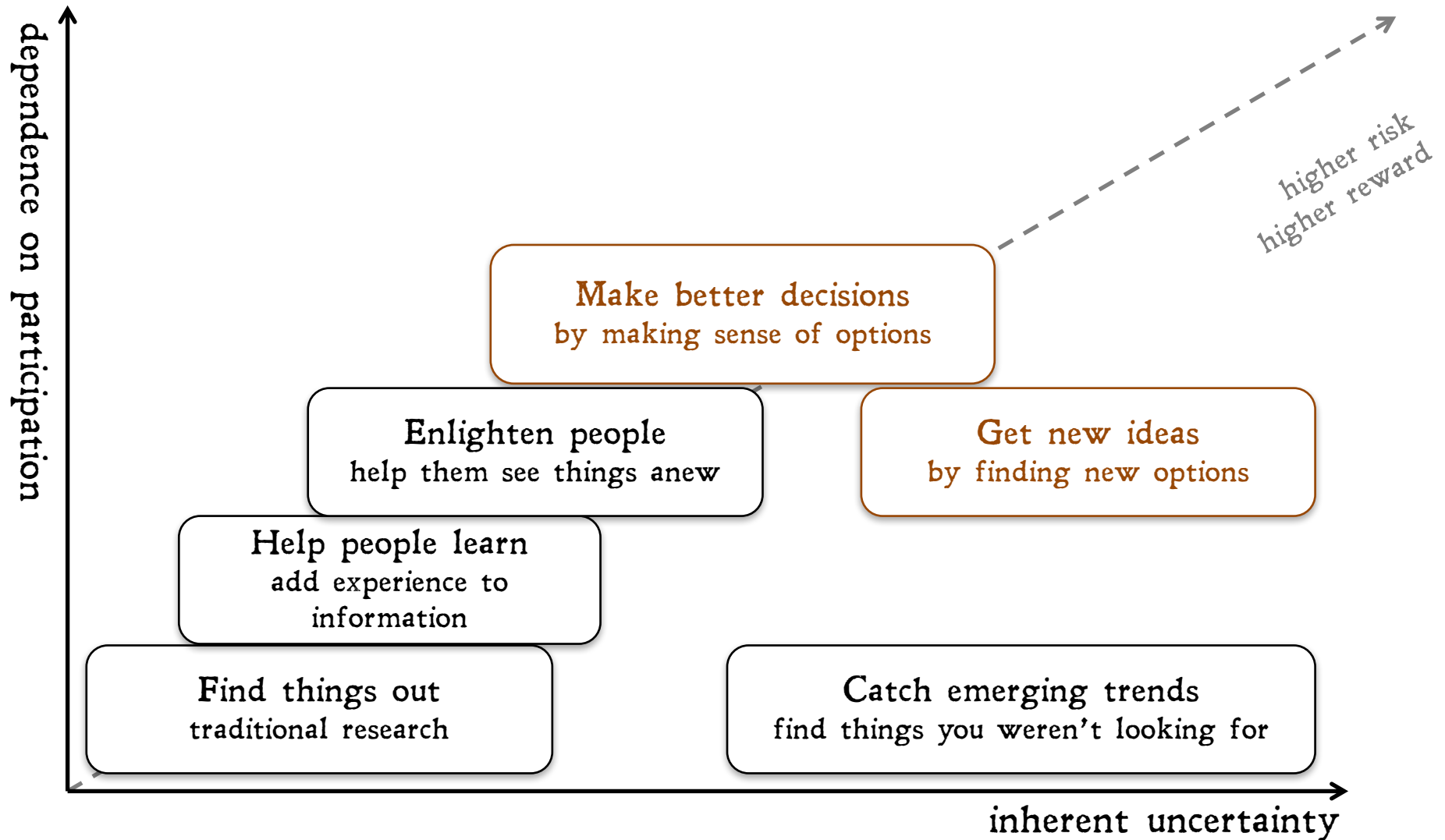
What can you do with PMJ?



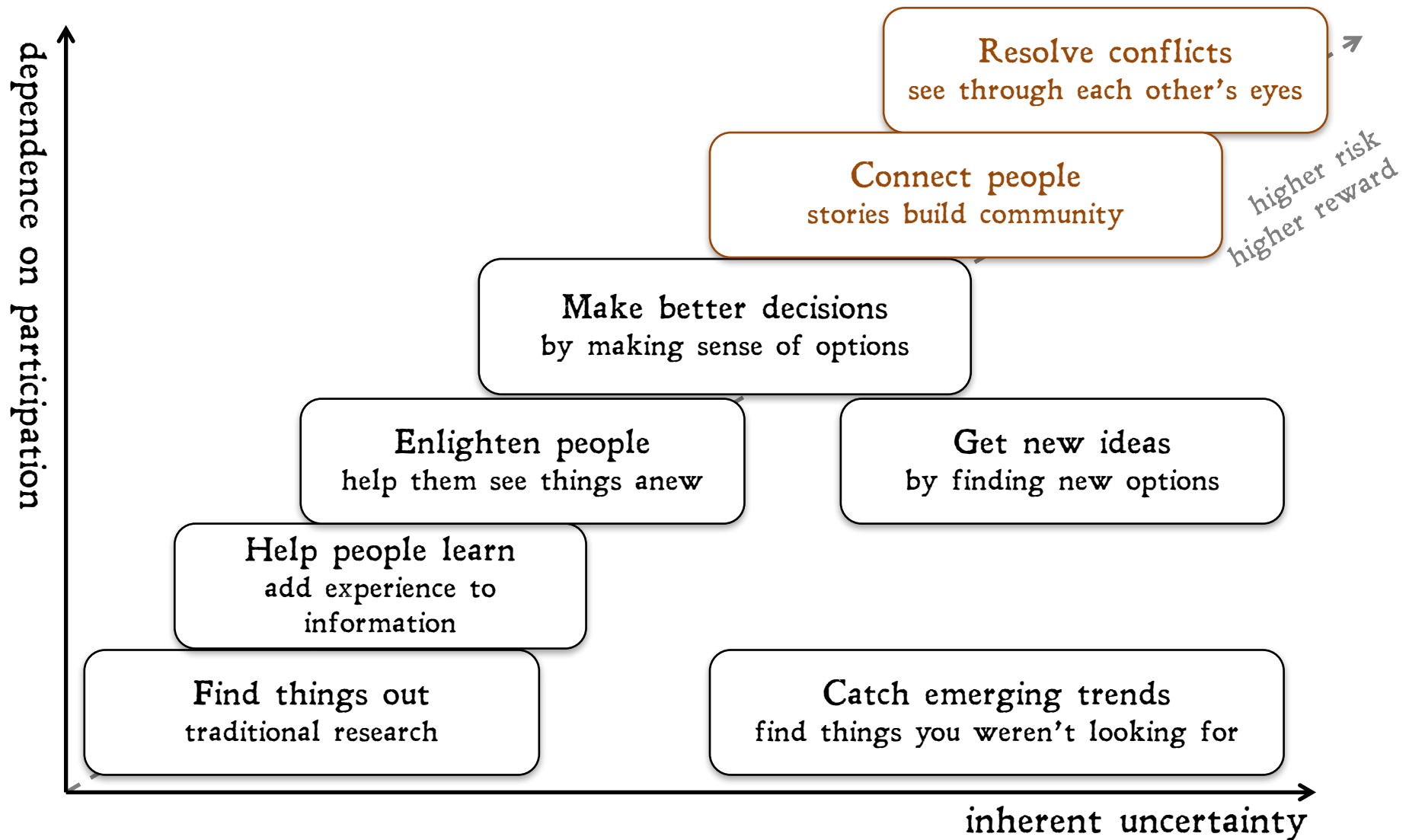
What can you do with PMJ?



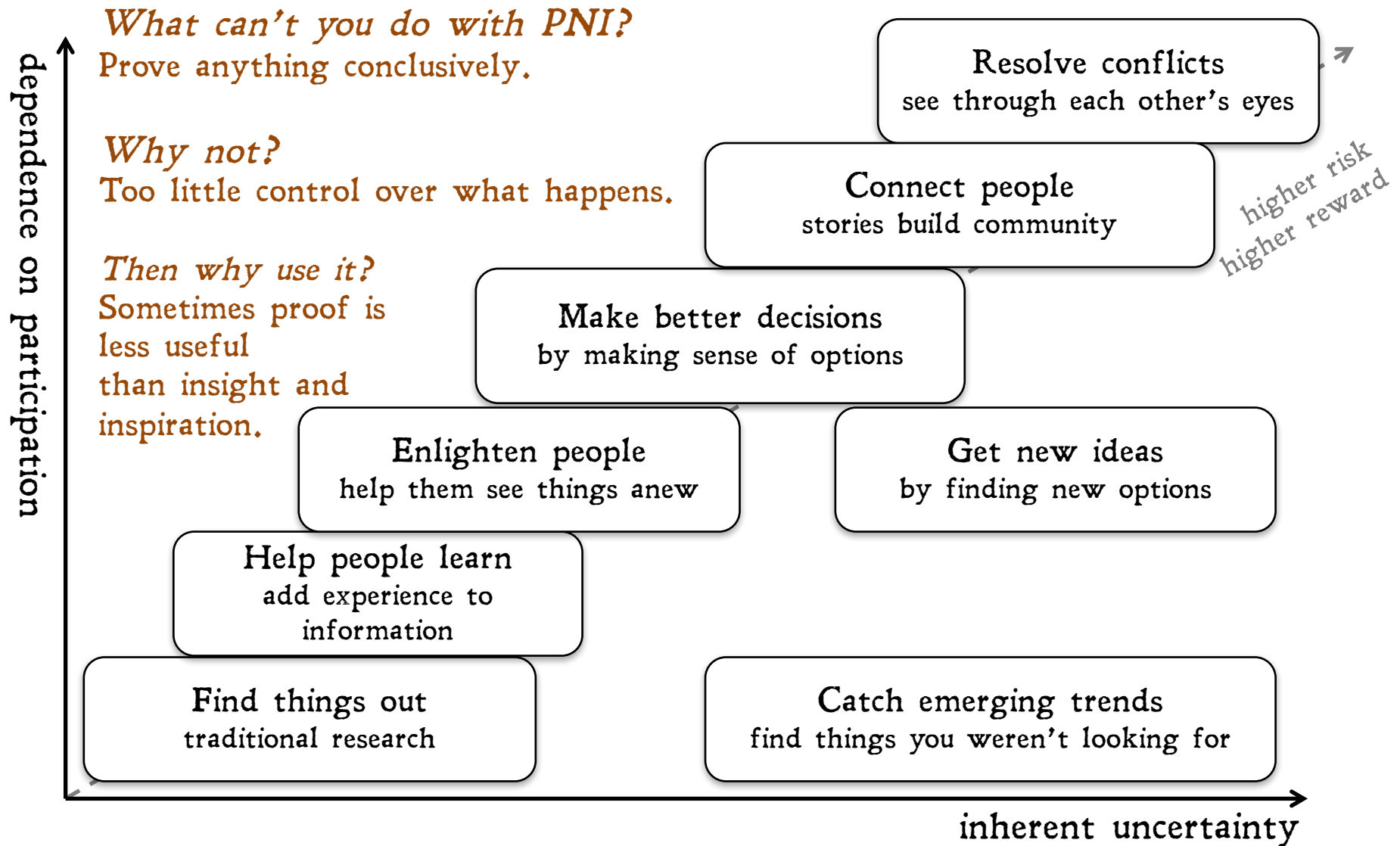
What can you do with PMJ?



What can you do with PMJ?



What can you do with PNI?



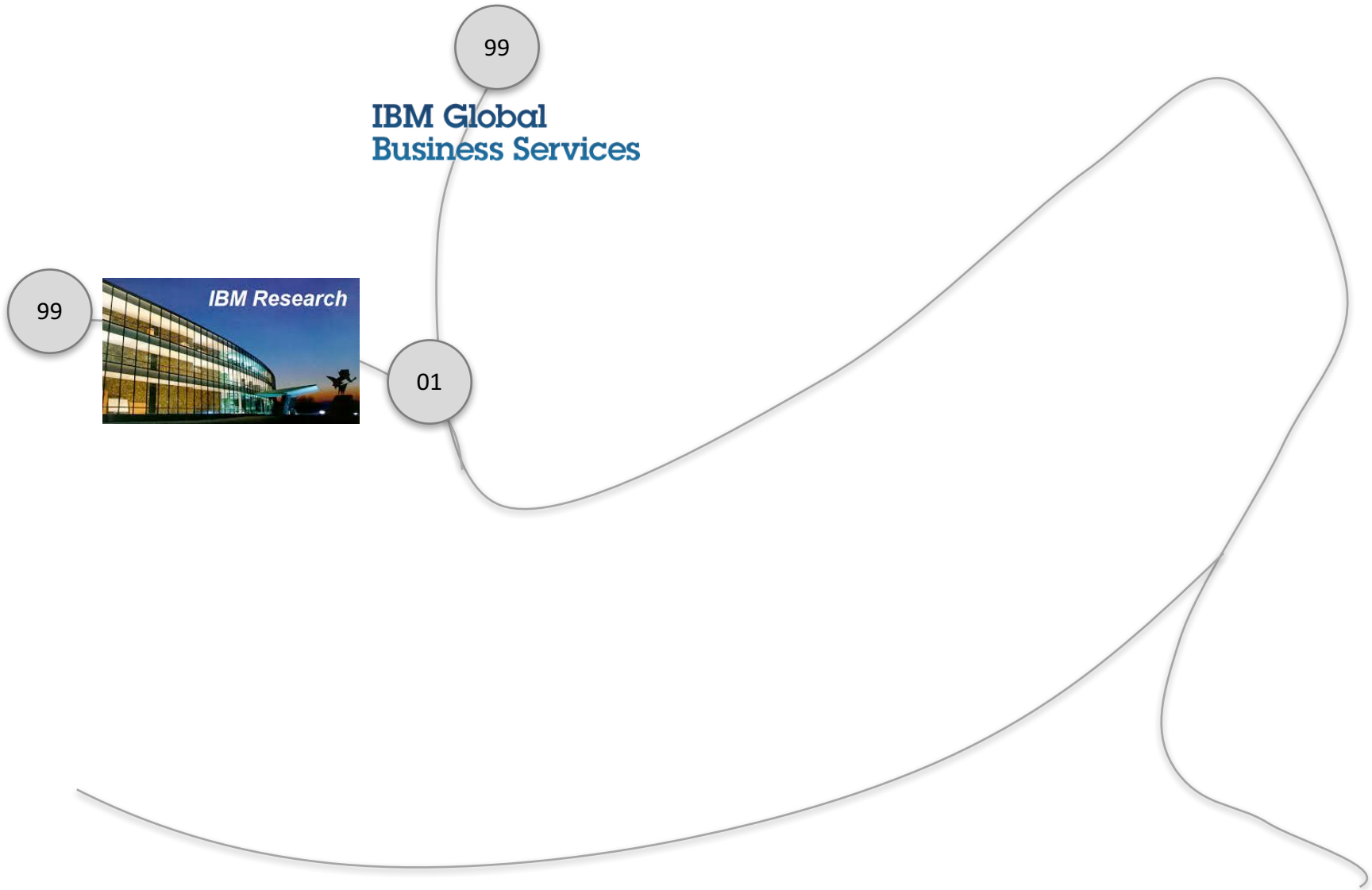
What can you do with PNI?

Which of these applications of PNI are you the most interested in exploring?

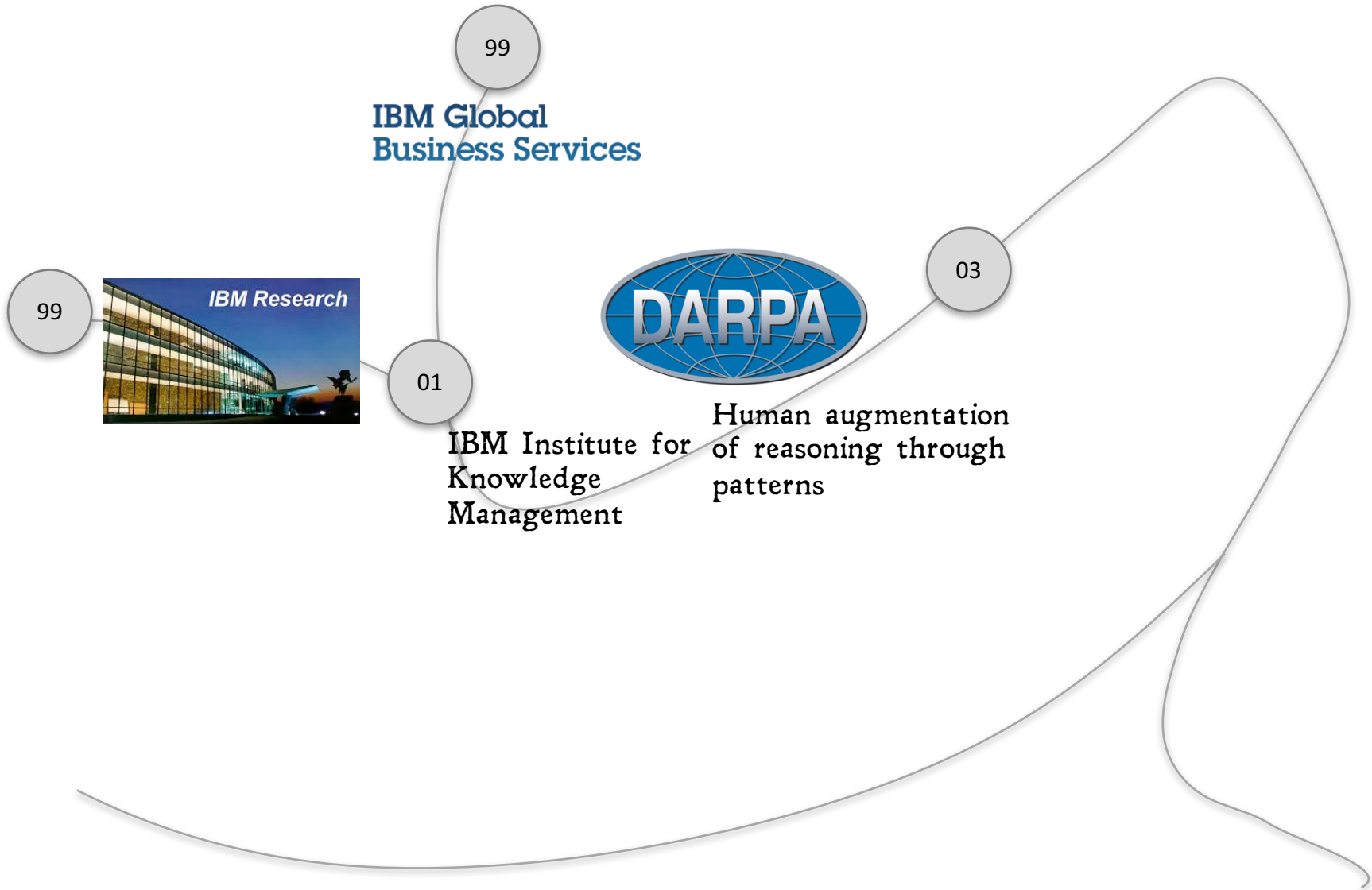
- Find things out
- Catch emerging trends
- Help people learn
- Enlighten people
- Get new ideas
- Make better decisions
- Connect people
- Resolve conflicts

Choose up to three.

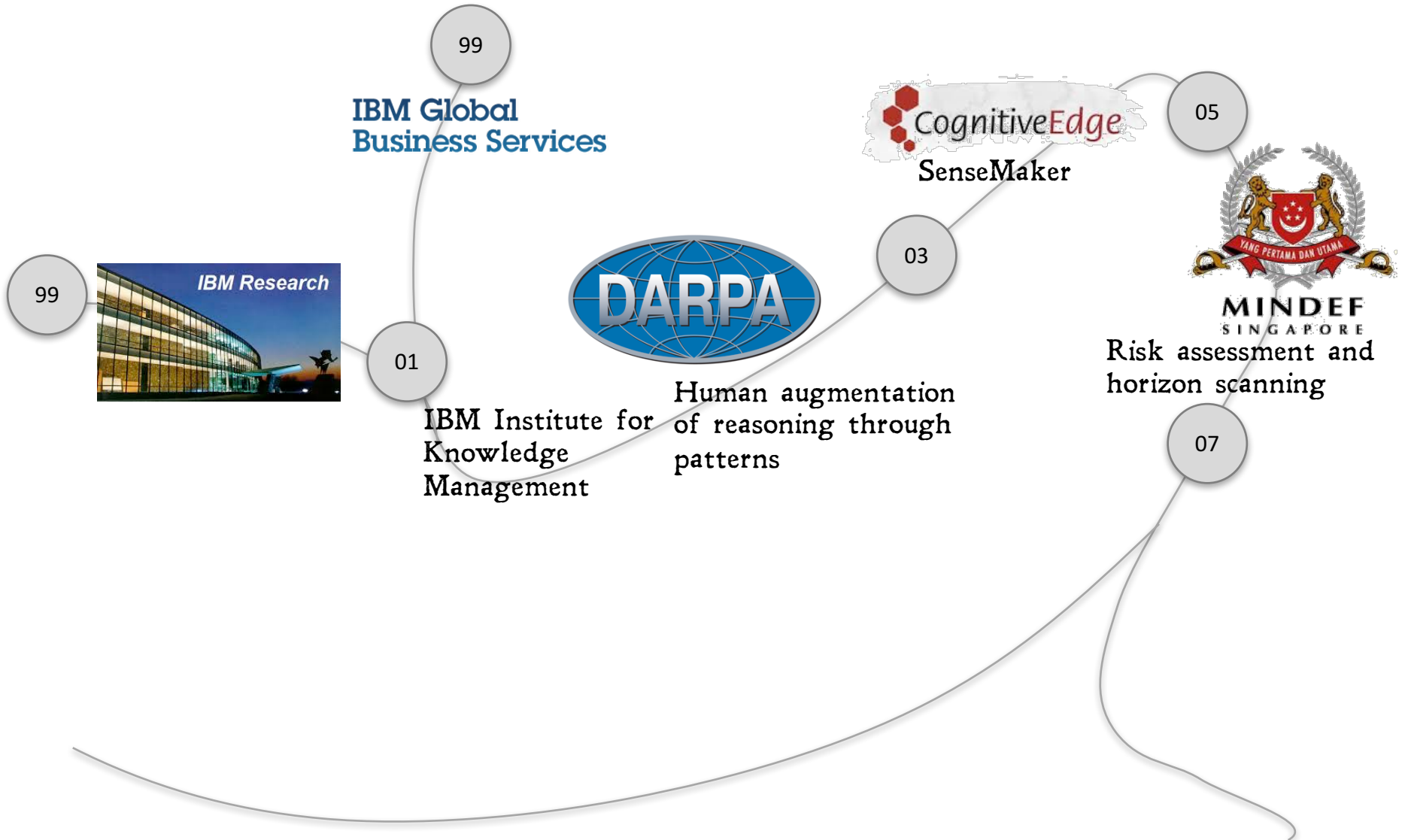
What is the history of PMJ?



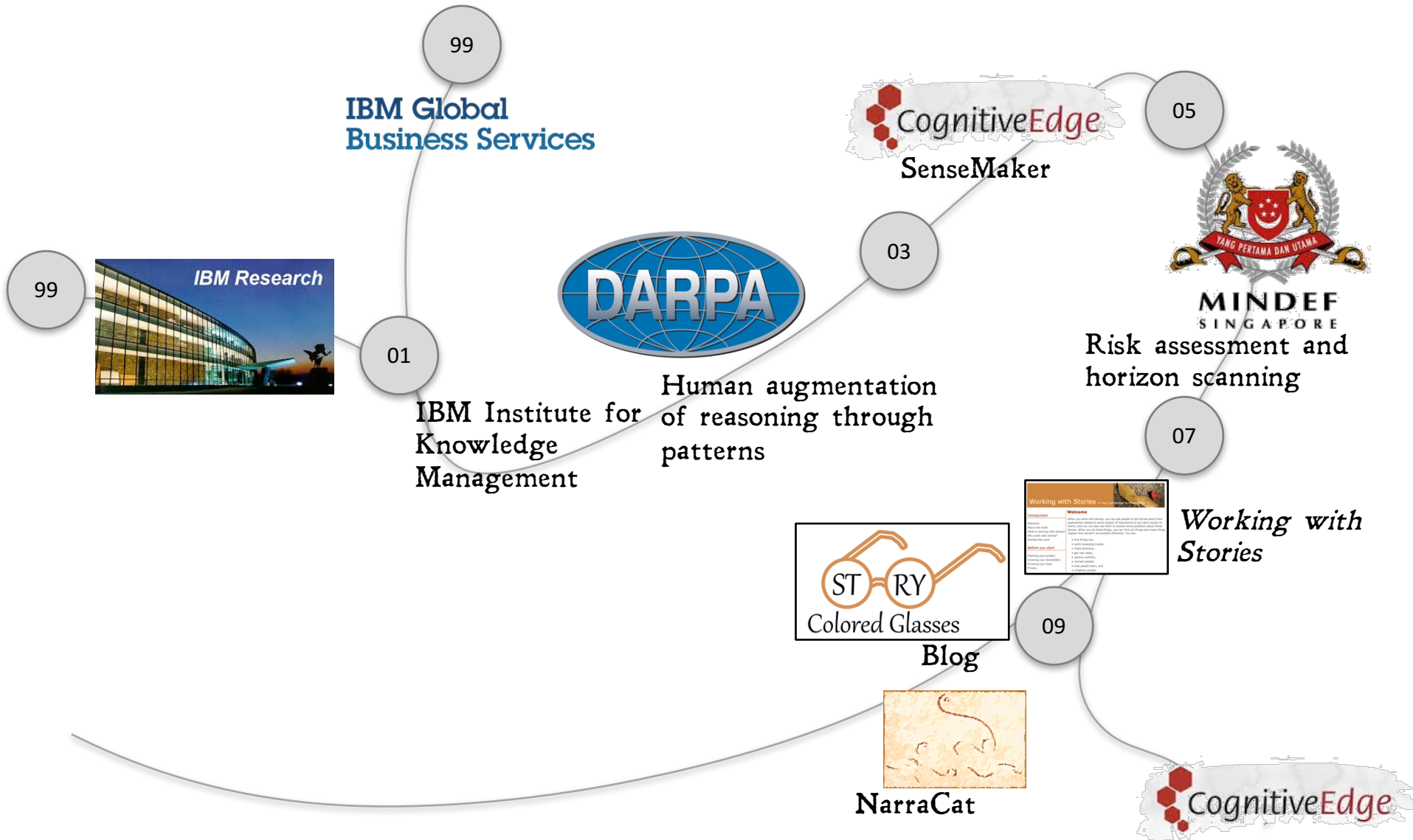
What is the history of PMJ?



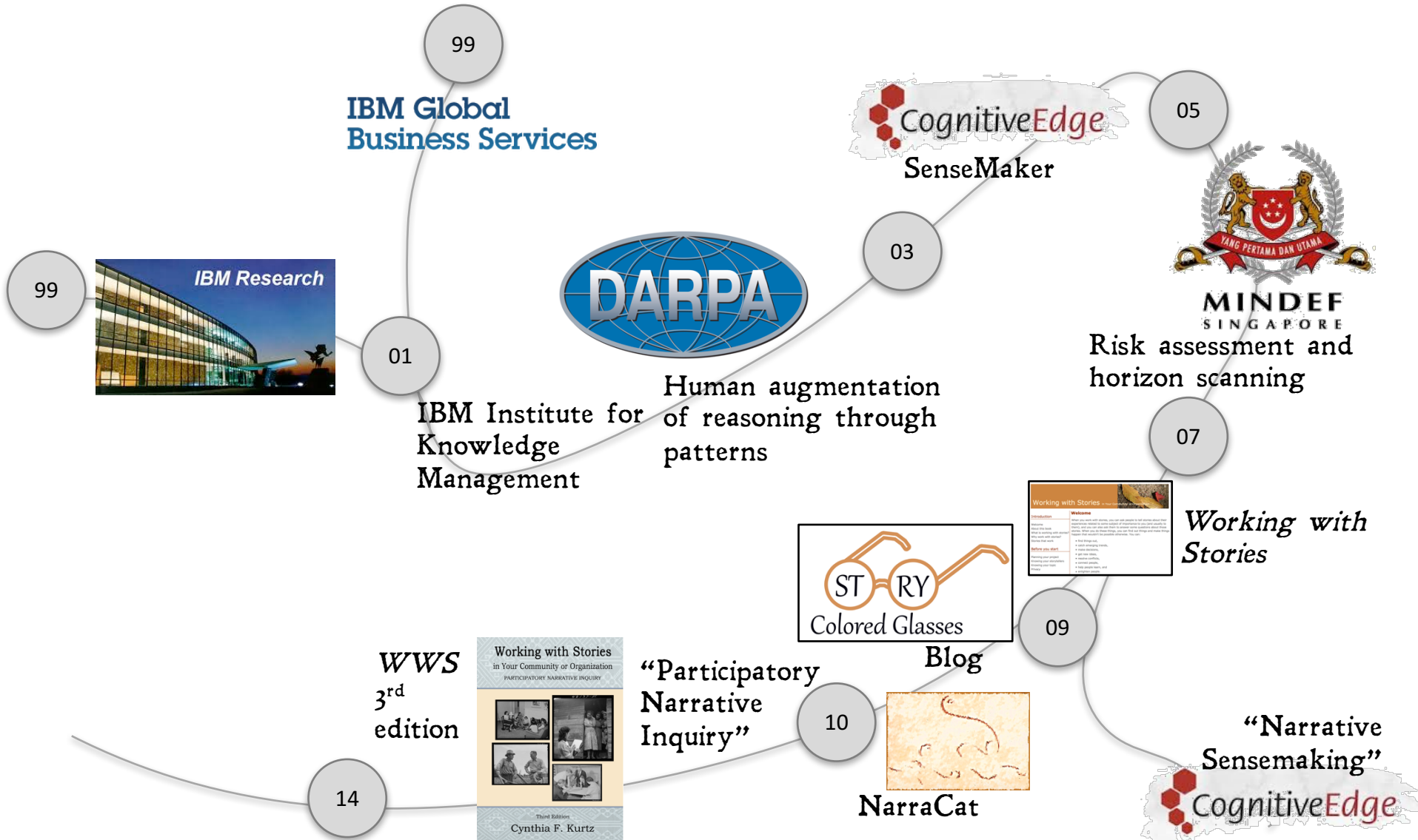
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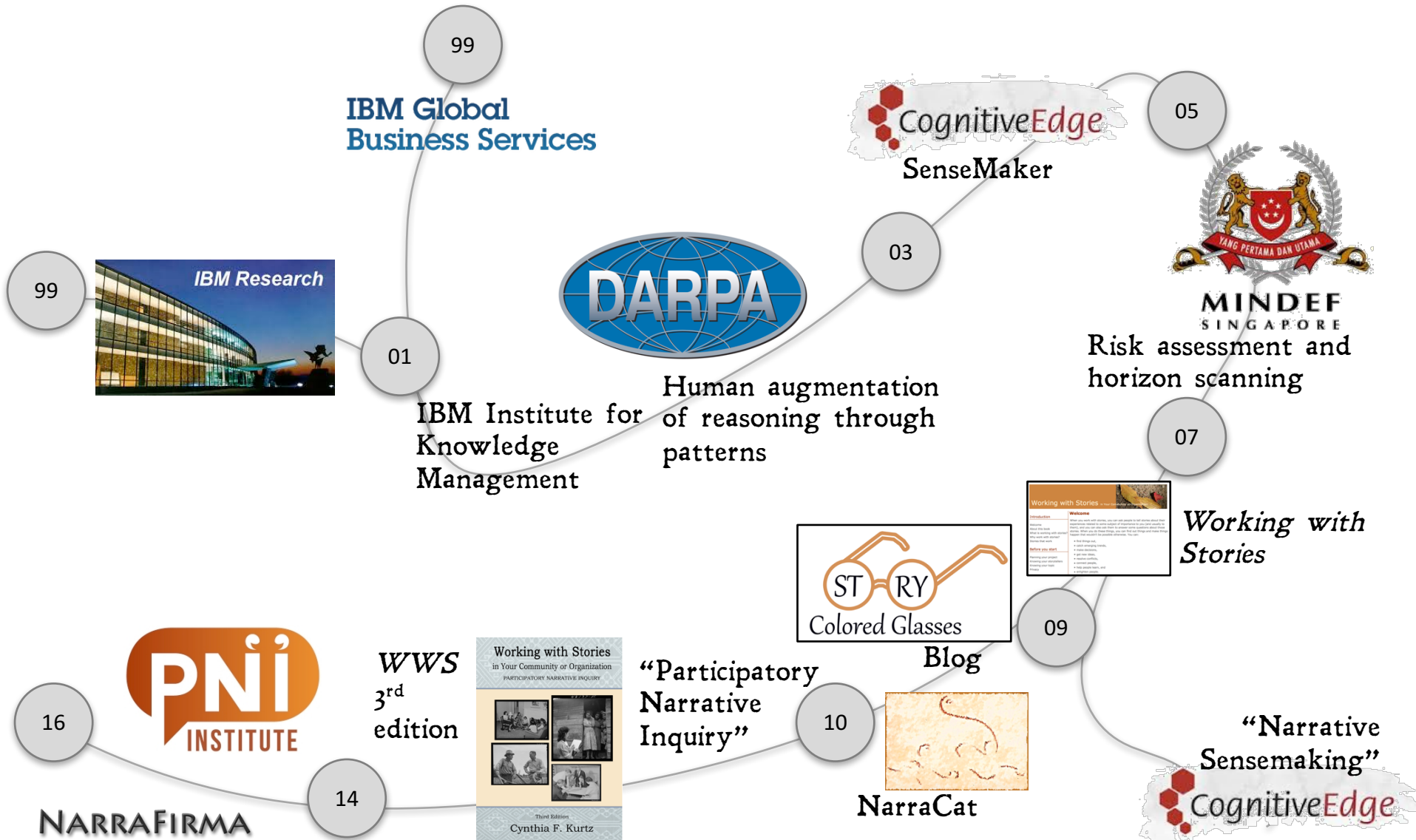
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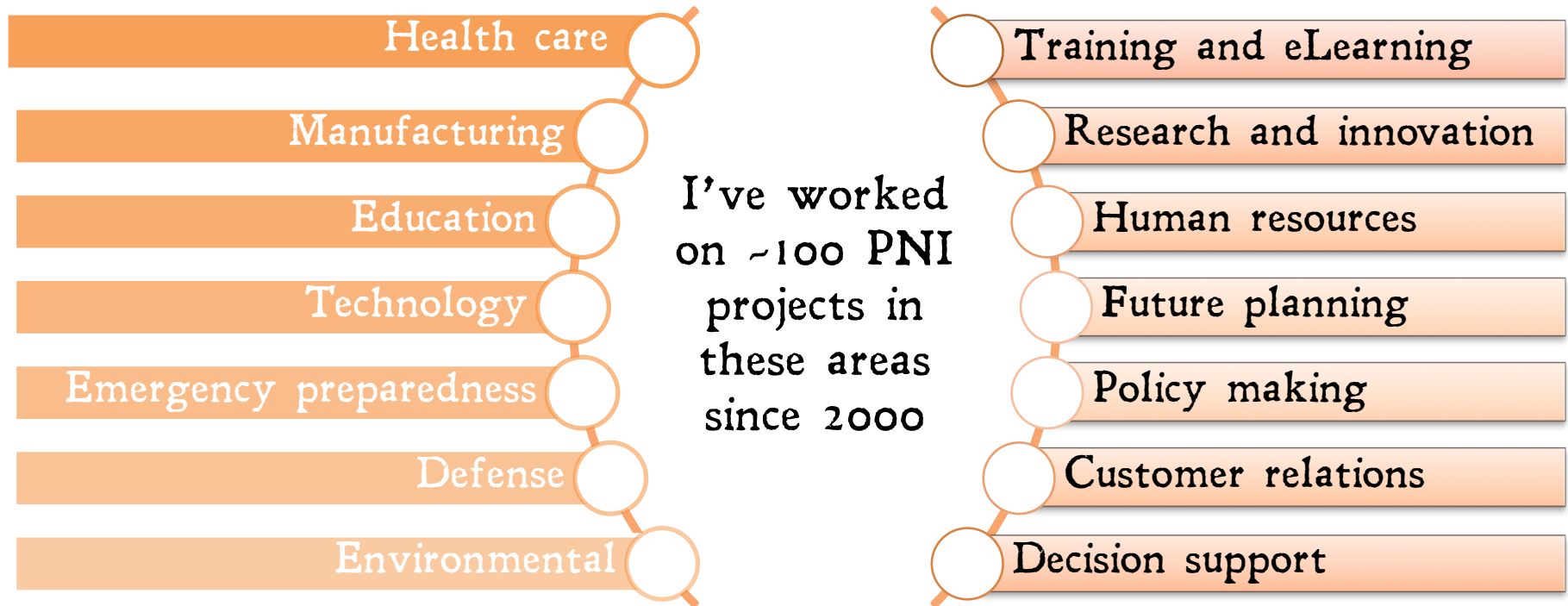
What is the history of PNI?



What is the history of PNI?



What are some examples of PNI projects?



Probably several hundred projects in the field in general

What are some examples related to behavioral change?

Technical eLearning

Technology firm
Complicated regulatory procedure

Gathered stories from veterans
mixed with novices

Learned about priorities,
confusions, educational needs

Intermingled “in the trenches”
stories with how-to information

People went in for info, started
reading stories...



What are some examples related to behavioral change?

Leadership benchmarking

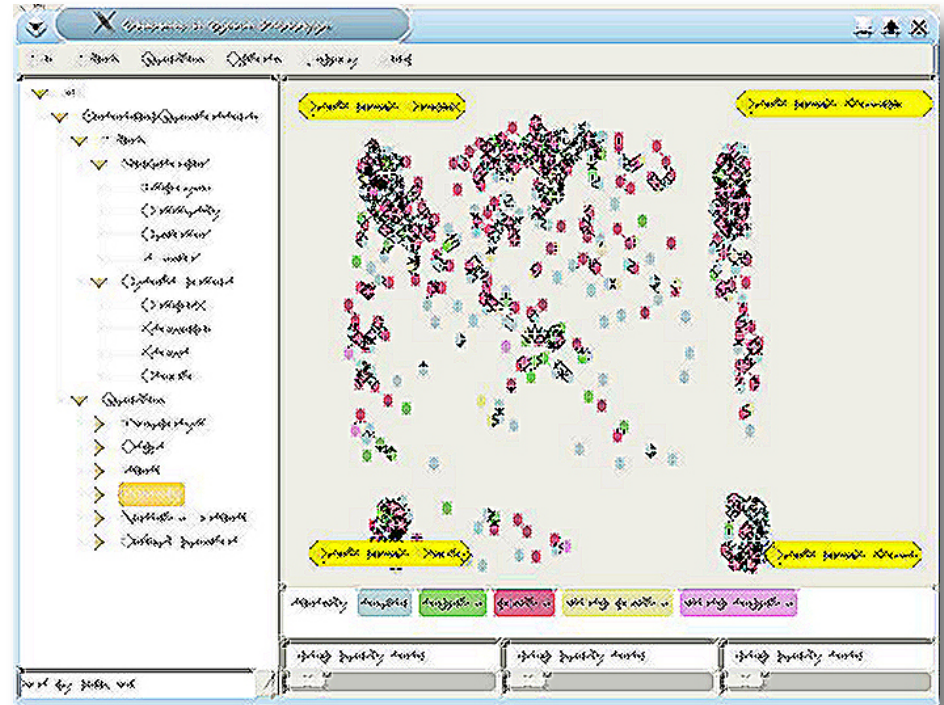
Top executives at tech firm
Leadership training program

Collected stories from
colleagues and subordinates

Annotated with answers to
questions

Anonymous benchmarking

Stories mixed in from
corporate and historical leaders



Participants compared stories
about themselves with stories
about other leaders

What are some examples related to behavioral change?

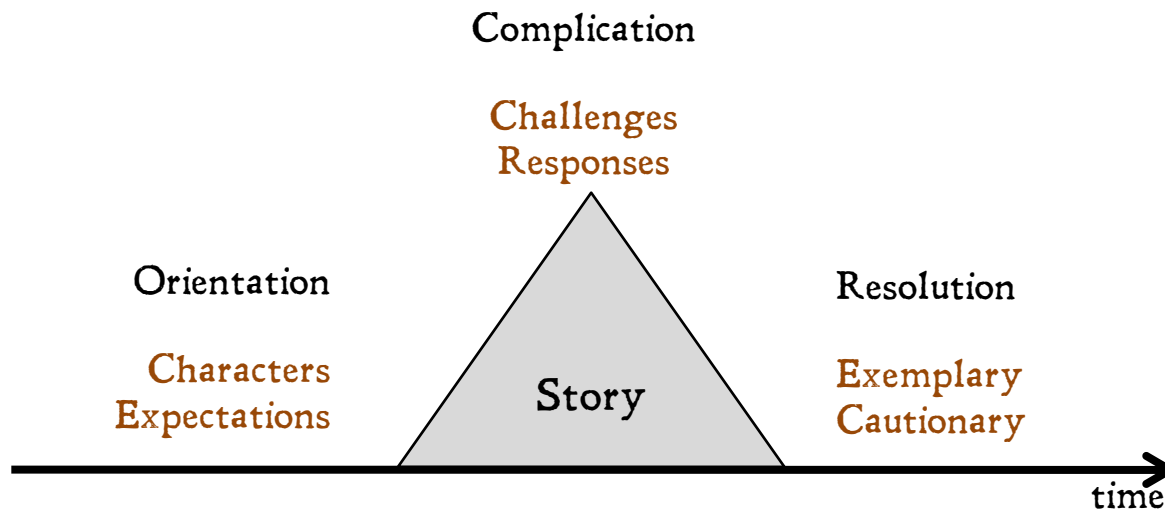
Do you have any questions about real-life PNI projects? What are you curious about?

Please type your questions into the chat.

What are some things I can do right away?

1. Read some **folk tales**

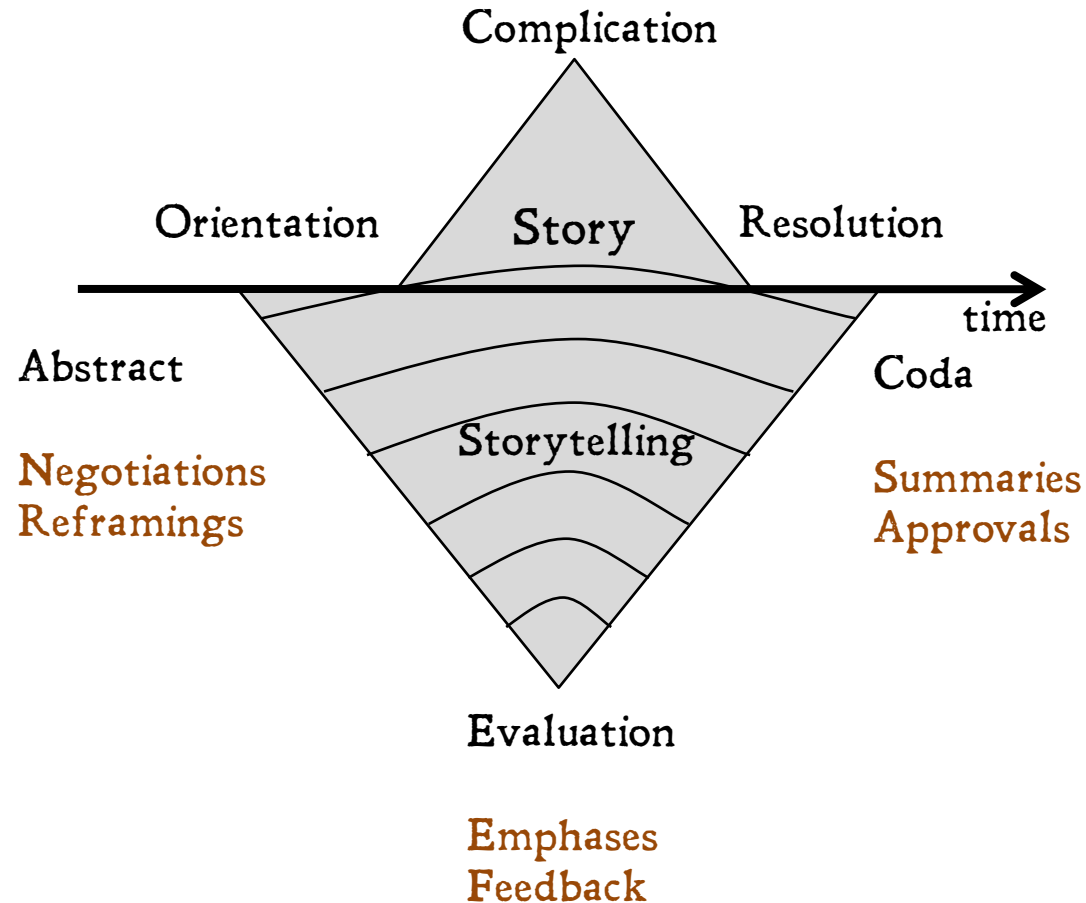
Pay attention to:



What are some things I can do right away?

2. Listen to story sharing in a café

Pay attention to:



What are some things I can do right away?

3. Practice **drawing out stories**

Ask questions whose answers are stories

Ask about times and events

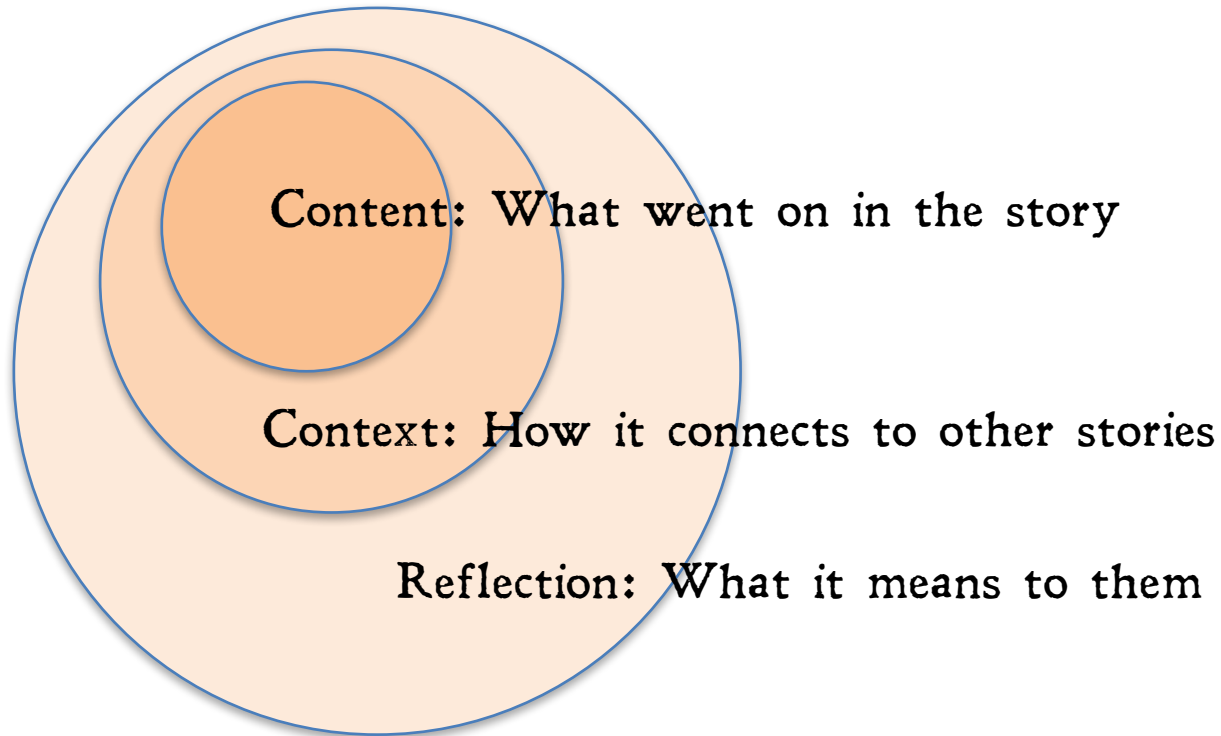
Ask “what happened”

Instead of asking:	ask:
What was it like when you were growing up?	What was the best (funniest, scariest) moment of your childhood?
What makes you proud of our organization?	When have you felt the most proud of our organization?
What do you like about your work?	How did you get started in your profession?

What are some things I can do right away?

4. Practice **asking questions** about stories

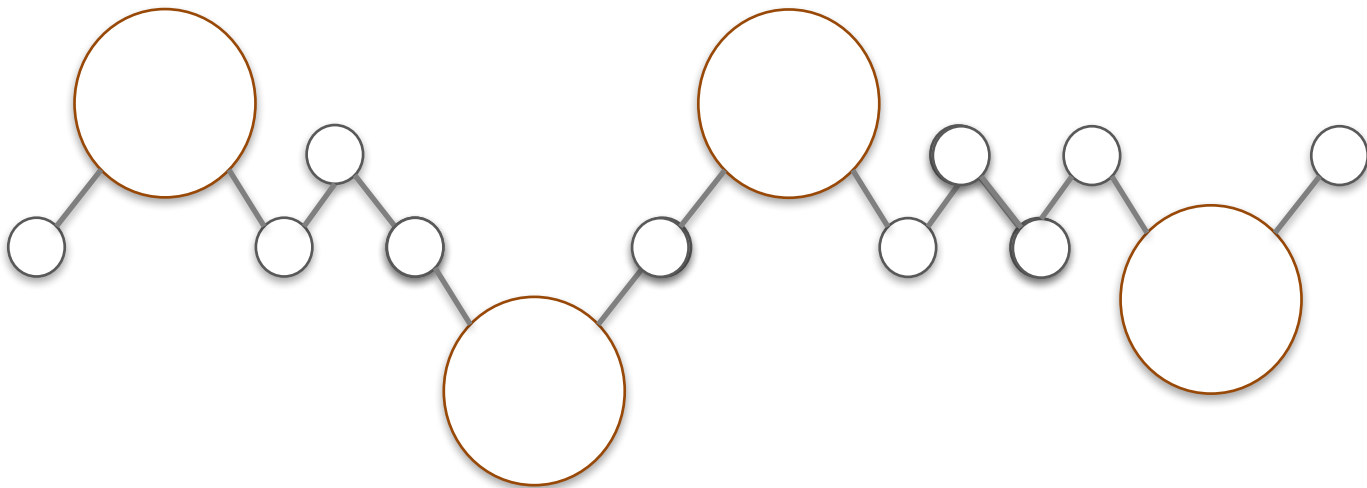
After someone tells a story, ask about



What are some things I can do right away?

5. Practice creating **story chains**

After someone tells a story, tell a story that connects to it. See how long you can keep the chain going.



What are some things I can do right away?

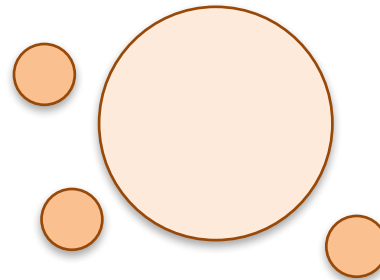
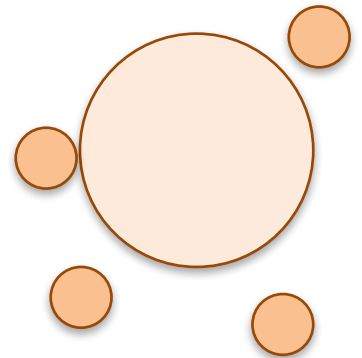
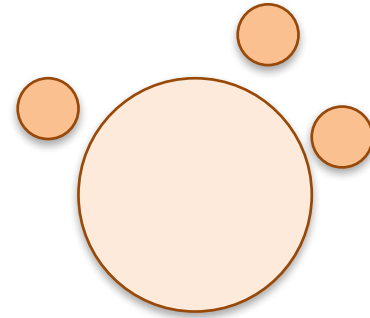
6. Try a simple story exercise

Twice-told stories:

- Choose a topic
- Form small groups, 3-4 people each
- Each group:
 - Share stories about the topic
 - **Choose one story** that needs to be heard more widely
- Come back together
- **Retell** chosen stories to whole room

Use it for:

- Problem solving
- Team building
- After action review



What are some things I can do right away?

7. Gather some stories

Choose a topic

Ask people about it

Jot down **20 stories**

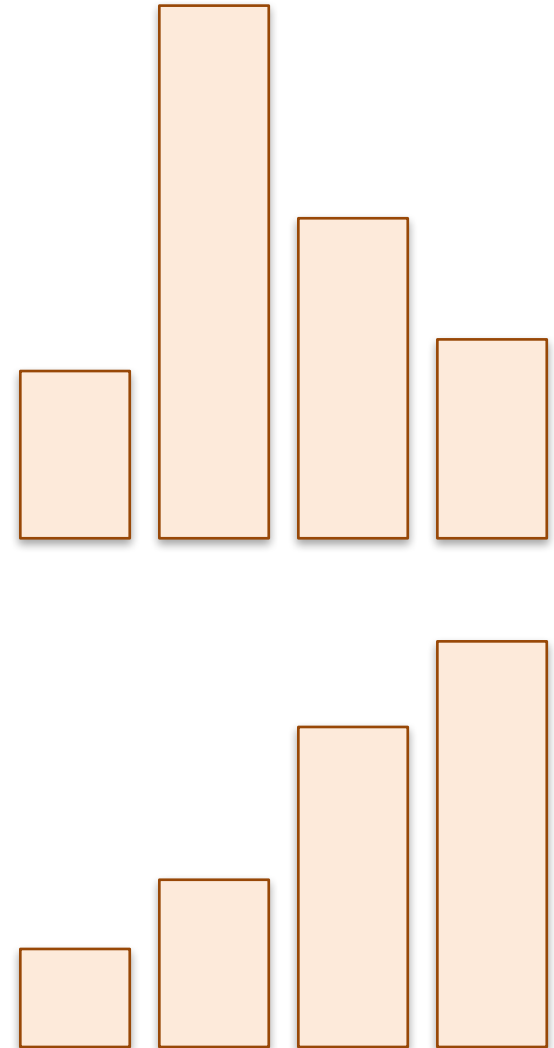
Ask questions about stories, like:

- How do you feel about what happened?
- What did you learn from it?
- Who needs to hear it?

Look for **surprising patterns**

Show the stories and patterns to people

Talk about it



What are some things I can do right away?

Which of these “things you can do” are you the most interested in trying out?

Reading folk tales

Listening to stories in a café

Drawing out stories

Asking questions about stories

Creating story chains

Trying a story exercise

Gathering stories

Choose as many as you like.

