



INSTRUCTOR: David M. Boje 532-1693 Call between 9 AM and 8 PM; Office BC 318  
email [doje@nmsu.edu](mailto:doje@nmsu.edu)

OFFICE HOURS: Mon 12:30 PM to 2:20 PM - Frenger Food Court (by Dynasty, at a table); or  
Please call for appointment

MEETS: Our *Dialogic Story Polyphony* meets Wednesday in Spring 2008; 2:30 to 5PM  
in BC 247.

IMPORTANT DATES: **Classes begin Jan 16 2008**; Holiday Mar 21; Spring Break Mar  
24-28; [Sc'Moi Conference](#) (Mar 26-29); Exam Week May 5-9

**SYLLABUS 685.1 Story Research and Consulting to Organizations.** We apply various  
qualitative story and narrative research methods (plot analysis, script analysis, life  
history, and restorying) to action research projects. Students will conduct story  
noticing assessments and (proposed or enact) interventions with a local consenting  
organization. They will write it up for possible publication.

Open to all Ph.D. students; and to any masters student (by permission of instructor).  
Contact David Boje for more information. Ph.D. students from Education, English, and  
several other disciplines besides Business have expressed interest in a course that is about  
story research as well as about how to use story in organizational change and  
development work. All are all welcome!

### **REQUIRED Online Book**

Boje, D. M. (2007) [Story Consulting Textbook](#). On line version is updated daily so  
download new version of chapters just before class to be sure you are current

Boje, D. M. (2001). Narrative Methods for Organizational and Communication Research.  
London: Sage. [If not in bookstore, Order from Amazon](#) Has basic analyses such as  
deconstruction, theme analysis, grand narrative, plot, story network, etc. and introduces

concept of antenarrative. [Antenarrative](#) is a bet and a pre-story that can aspire to be very transformative. I will teach you the genealogical method, which is not in this book.

Consult the [Annotated Bibliography](#)

### **Recommended Book**

[Boje, D. M. \(2008\). \*Storytelling Organization\*](#). London: Sage (forthcoming, consult Amazon). This is a working copy of the book. I am writing it and revising it for publication as the term proceeds. Ask instructor for password to get to book chapters. We will only focus on particular chapters most relevant to story consulting. Please look at it each week for changes, since I am doing revisions daily. Available online for Free until published. See <http://storytellingorganization.com> click book and enter password -- (given on first day of class)

### **Weekly Readings**

I will not select to many at the getgo. I want to stylize the choices according to your background and aspirations. I will change the list as we go forward. I have some starters wMon and Wed 1:30 to 3:30 BC 318hich are listed in the schedule. Please come to class prepared, having done notes on each reading, ready to discuss fine points. You will see that small assignments prepare you for getting into the field, colcting stories, doing your restory work with the client, and writing up publishable findings. I will help you each step of the way.

### **SCHEDULE (Please check it before class, each week -- for changes)**

Schedule for Semester
Week 1 First Class --> Guest will be artist, Virginia Maria Romero
<b>What is STORY RESEARCH?</b>
o Read the Introduction chapter in Narrative Methods book to get understanding of antenarrative
o See video Story of Stuff <a href="http://storyofstuff.com/">http://storyofstuff.com/</a>
o Intro to Story Noticing - <a href="#">Bill Viola Getty Museum Video</a>
o Intro to Story Fractals - <a href="#">Trippy Fractal Video</a>
o Improv Everywhere <a href="#">Home Depot Video</a>
o <a href="#">John Shotter's critique of Jerome Bruner's work</a> (that its not

dialogic)

**Read on line course book, Introduction: [WHAT IS STORY CONSULTING?](#)**

o Ch 1 [What are 2 Kinds of Story Consulting](#) Story Consulting Book

o Handouts: Walter Benjamin's classic 1936 essay, Storyteller; Jacques Derrida 1979 essay, Living On: Border Lines

Assignment for next week: Pick an organization (any kind, but with some longevity) - come to class with a scrapbook of its visual storytelling, any public text, any semblances of founding story, DO NARRATIVE NOTICING as dialectic to STORY NOTICING

Week 2 Have read by today

Ch 2 [What is Genealogical Method?](#) SC Book

o See Narrative Method chapter on Microstoria

o Intro to Storytelling Organization: [What are 8 types of sensemaking story?](#)

o Boje, D. M. 1991. "[The storytelling organization: A study of storytelling performance in an office supply firm.](#)" *Administrative Science Quarterly*, Vol. 36: pp.106-126.

Assignment for next week: Apply genealogical method and write it up in several pages from field notes and interviews.

Week 3

o Ch 1 Narrative Methods - Deconstruction

o Ch 3 [What is Practical Storytelling Consulting](#) SC Book

o Ch 9 [Developing Organizations](#) Storytelling Org Book

o Why I do not assign managerialist story consulting books? Boje, D. M. 2006a. Pitfalls in Storytelling Advice and Praxis. *Academy of Management Review*, Vol 31 (1): 218-224)..This is a review of six storytelling consulting books, and consulting practices. Issues are raised and opportunities for future research. [Click here](#)

o Boje, D. M. 1995. "[Stories of the storytelling organization: A postmodern analysis of Disney as "Tamara-land"](#)" Academy of Management Journal. Vol. 38 (4): 997-1035.

Week 4

Narrative Methods chapter tba

o Ch 4 [Why do Storytelling Organizations Crave Story Control?](#) SC Book

o What is the dark side of Knowledge Management Story Consulting? Boje, D. M. 2006d. The Dark Side of Knowledge Reengineering Meets Narrative/Story. Organization: The Critical Journal of Organization, Theory and Society. [Click here](#) for pre-publication pdf.

Week 5

o Ch 5 [What is Mythmaking in Story Consulting?](#) SC Book

o What is antenarrative? Boje, D. M. forthcoming. The Antenarrative Cultural Turn in Narrative Studies. To appear in book edited by Mark Zachry & Charlotte Thralls The Cultural Turn Communicative Practices in Workplaces and the Professions. Amityville, NY: Baywood Publishing [View pre-publication PFD](#)

Week 6

o Ch 6 [What is Mythmaking in Story Consulting](#)

Week 7

Submit a written proposal with abstract and title of your consulting study publication idea. Include the journal title you intend to publish in. Include list of 3 articles from that journal that you would be critiquing in your literature review

o Ch 7 [What Story Consultants Need to Know About Collective Memory?](#)

Week 8

o Ch 8 [How to Write Strategy Story?](#)

Week 9

o CH 9: [WHAT IS HOLOGRAPHIC STORY CONSULTING?](#)

Submit the literature review of your article

Week 10

o CH 10: [HOW DOES STORY CONSULTING RELATE TO MARKETING?](#)

Week 11 <http://scmoi.org>

Week 12

o CH 11: [WHAT STORY CONSULTANTS NEED TO KNOW ABOUT STORYABILITY AND COMPLEXITY?](#)

Submit the results section of your article

Week 13

o CH 12: [WHAT STORY CONSULTING NEEDS TO KNOW ABOUT POWER TOOLS?](#)

Week 14

o CH 13: [WHAT STORY CONSULTING NEEDS TO KNOW ABOUT DIFFERENCE BETWEEN CRITICAL THINKING AND CRITICAL THEORY?](#)

Submit first draft of your consulting research paper, in the format of the journal you are submitting to, complete with abstract, intro, lit review, method, findings, implications, conclusion, references, and name of journal you will submit it to

Week 15

o CH 14: [WHAT STORY CONSULTANTS NEED TO KNOW ABOUT THE 'L-WORD'?](#)

Make final revisions before final presentation next week

Final presentation of your consulting project papers will be done during exam week

## BEHAVIORAL OBJECTIVES

1) Students completing the course will have a mastery of several story research approaches to studying *story behaviors*. I can include the use of N-Vivo text analysis software. But, I much prefer scrapbooking, deconstruction, and intertextuality without it. Choice of methods depends upon the field sites selected. Students will be able to collect story fragments in ethnographic field work, in documents, and in the non-verbal and non-text expressivity of art and architecture as well as the gesture and rhythm of story

theatrics. *Story behavior* research and consulting is not about doing interviews or making collections of organization folktales, or narrative archetypes. Students completing the course will be able to collect and analyze field notes and recordings of story behaviors.

2) Students will conduct field research (&/or consulting) on a New Mexico, long-lived "storytelling organization" using genealogy research methods. It gets at the more epic aspect of storytelling. Epic looks at the systemicity of story behaviors, in their emergent, on-going *in situ* processes. Managerialist story consulting, on the other hand, imposes a cohesive-narrative-beginning, middle, end-dogma onto story that I call BME (see *Storytelling Organization* book). For narrativists story must have coherence: beginning, middle & end (BME); be linear in its development, and be monophonic (told by one informant in the manner that management prescribes). Epic story consulting addresses the entire storytelling organization as a collective constellation, in all its dialogisms (polyphonic, stylistic, chronotopic, & architectonic), that is ever-changing and rearranging in emergent complexity.

3) We will work on some things as a class; Students will conduct an "storytelling organization" intervention consulting project on a long-lived New Mexico organization. Students may work in teams, but each person must write their own individual independent sections of a project. a different kind of project that does not involve a specific site: story consultant Gabriel Gargiulo has asked for students to operationalize his story model using metrics; and other projects students suggest.

4) Ph.D. students are expected to produce a publishable-quality journal article for submission to one of the journals that focuses upon story research and/or story consulting practice in their chosen discipline. They are expected to submit it first to some conference, such as <http://scmoi.org>, critical management studies in UK, Academy of Management, etc. Masters students are expected to produce a professional consultation report detailing story behaviors observed, and appending field notes and other documentation. Masters students are expected to do less reading than Ph.D. students.

5) Students learn the ethics of story consulting practice and research. This includes following New Mexico State University IRB Human Subjects procedures. Please have anyone doing interviews fill out the following consent form. Please review any material with the client that you intend to appear in any king of conference paper or publication. [Click here for IRB Approved Consent Form \(Feb 2007\)](#).

*PLEASE SPREAD THE WORD ABOUT THIS UNIQUE SEMINAR EXPERIENCE -*



### [Annotated Bibliography](#)

Our seminar will include methodologies for story research (deconstruction, theme analysis, grand narrative, plot analysis, etc.); will also include story intervention approaches such as "[restorying](#)" (defined as collecting the dominant (oppressive) stories of the organization that set up its posture and power, and then intervening to constitute a new story that has liberatory potential (White & Epston, 1990). Storytelling consulting to

organizations is a blossoming field (about 50 books on it at Amazon.com). Most of these story consulting approaches are pretty naive, with advice like teach CEO to tell a stump speech story, and somehow that will change the organization (Boje, 2005f).

**About your Instructor:** Professor David Boje is an internationally-acknowledge expert in organization story research. He has published over 60 referred journal articles, written a book in narrative method, and has book contracts under review with Sage and Wiley publishers for follow-on book projects. He has just completed chapters on story research for two scholarly handbooks, and a review of the story praxis books for Academy of Management Review (Boje, 2005a, b, c, e, f). One of his first tier-one journal articles was in *Administrative Science Quarterly* (1991) which was a consulting project to an office supply firm. Kaye (1996) developed a highly successful storytelling organization consulting practice down under with the approach. Boje teaches classes in small business consulting (Mgt448/548) using theatrics of storytelling and Socio-Economic approaches (Boje & Rosile, 2003, b, c).

GENERAL SYLLABUS POLICY

- ?E **Incompletes ("I" grades):** Given for passable work that could not be completed due to circumstances beyond the student's control (e.g., severe illness, death in the immediate family). These circumstances must have developed after the last day to withdraw from the course. Requests for "I" grades should be made to the instructor, but must be approved by the Management Department Head.
  
- ?E **Withdrawals:** It is the responsibility of the student to know important dates such as University drop dates; last day to withdraw with a W is March 16. Moreover, it is the responsibility of the student to officially withdraw from any class that he or she intends to drop.
  
- ?E **Cheating:** Cheating will not be tolerated. Punishment for those caught cheating will be an "F" in the course. The person will also be subject to further sanctions as indicated in the student code of conduct.

<p><b>STUDENTS WITH DISABILITIES:</b> If you have (or believe you have) a disability &amp; would benefit from classroom accommodation(s), contact the Services for Students with Disabilities (SSD) at Corbett Center , Room 244 (Phone 646-6840; TTY 646-1918). All medical info is treated confidentially. Do not wait until you receive a failing grade. Retroactive accommodations cannot be considered. Information, instructions &amp; forms from the Services for Students with Disabilities Office are online at <a href="http://www.nmsu.edu/~ssd/index.html">http://www.nmsu.edu/~ssd/index.html</a>.  <b>Accommodations:</b> SSD Office, 646-6840 ( Corbett Center , room 244); Discrimination: Office for Institutional Equity, 646-3635, O'Connell House.</p>	
<p><b>Student Responsibilities</b></p> <ol style="list-style-type: none"> <li>1. Within a few days of the start of the semester, register with SSD &amp; obtain forms.</li> <li>2. Within the first 2 weeks of beginning of classes (or within 1 week of the date services are to commence), deliver the completed forms to the instructor(s).</li> <li>3. Within 5 days of giving the forms to faculty &amp; at least 1 week before any scheduled exam, retrieve the signed</li> </ol>	<p><b>Faculty Responsibilities</b></p> <ol style="list-style-type: none"> <li>1. Within five 5 working days after student gives you the forms, sign them, retain a copy, &amp; return originals to the student.</li> <li>2. Contact SSD immediately if there are any questions or disputes regarding accommodation(s), disruptive</li> </ol>

forms from faculty & return them to SSD.	behavior, etc.
4. Contact the SSD Office if services/accommodations requested are not being provided, not meeting your needs, or additional accommodations are needed.	3. Refer the student to SSD for any additional accommodations.



[\*\*CLICK FOR Annotated Bibliography on Storytelling and Consulting\*\*](#)