

# What is Storytelling

## BBA Seminar

David M. Boje  
New Mexico State University  
March 15, 2012  
Lille BBA Seminar

# Purpose Au'jourdi

- To understand the storytelling happening in and around organizations
- To experience the three types of storytelling AS organization
- Today we play some storytelling games to learn processes of communication

# Our purpose

- To understand the storytelling happening in and around organizations
- To experience the three types of storytelling
- Today we play some storytelling games to learn processes

# Icebreaker Games

- Purpose: How storytelling and games co-exist
- 1. Story Interruptus Game
- 2. Zip - Zap - Zop
- 3. Walking Game
- 4. Switching places, non-verbal request game
- 5. Passing balloons game

# What questions do you raise about the Boje (1991) Office Supply article?

- "Organizations as Storytelling Networks: A Study of Story Performance in an Office-Supply Firm," Administrative Science Quarterly, Vol. 36, 1991: 106-126.\*  
[http://business.nmsu.edu/~dboje/papers/Boje\\_Storytelling\\_ASQ\\_1991.pdf](http://business.nmsu.edu/~dboje/papers/Boje_Storytelling_ASQ_1991.pdf)
- Discussion questions
  - a. What is the storytelling organization?
  - b. What is terse telling?
  - c. What various futures are in this storytelling by executives, customers, suppliers, holding company, etc.?

# More on Office Supply Case

- A. What past is already present in the moving present of the Office Supply firm?
- B. What future is already present in the moving present of the Office Supply firm?
- VIDEO: [What is Organizational Communication?](#)

# What questions do you raise about the Boje (1995) Disney as Tamara-land article?

Boje, D. M. 1995. "Stories of the Storytelling Organization: A Postmodern Analysis of Disney as 'Tamara-land.'" *Academy of Management Journal*. 38(4): 997-1035. [see pdf of article](#)

- Starter questions
- 1. What is Tamara storytelling?
- 2. How was Disney stuck in the past narrative?
- 3. What happened to move out of the past, into different future?

# We will keep it simple and ask about five W's:

- 1. Whys - are the pressures of class, gender, race? What do female and male observers see differently?
- 2. Whens - are how times vary by position in the storytelling? E.g. Walt's time, Eisner's time, Doug's time, etc.
- 3. Wheres - are the places, global and local, near and far, where the stuff of the story comes from.
- 4. Whos - are the actors, agencies, actants in the storytelling scenes, and those behind the scenes? The agencies, are not just in face-to-face interaction, but are dispatching or articulators beyond the face-to-face, yet affecting it.
- 5. Whats - are the optics (ideologies) that give different meaning, such as the premodern, the modern systems, and the postmodern optics of Disney, the bureaucratic vs. the salesmen cultural optics at Office Supply.



# The Apple FoxConn Case

- [10 Staggering facts about the case](#) find out what is hourly pay, what is charge to workers for a dorm room, how many people per dorm room, how many sets of hands to make an iPad, and wow long to assemble one?
- SEE ALSO: [Apple's Foxconn Operations Exposed in ABC Report](#) [VIDEO] ask where do the workers come from? How many workers jumped? What is the Fair Labor Association? Most common complaint? ABC (Disney) sits on what board of directors?
- Compare the above storytelling (items 1 and 2) with the Worker's Right Consortium, a competitor to FLA. [Jeff Ballinger article](#) | in what way is Apple following the path already in place, set by Nike?
- [Tiffany Tynck article on the Foxconn suicides](#). How do the FLA and WRC differ? What are the differences in their storytelling?
- [Report by Students and Scholars against Corporate Misbehavior \(SACOM\)](#), "Dying Young: Suicide & China's booming economy" - a Hong Kong-based workers' rights group,, details the exhaustion caused by 12-hour shifts, alienation from not being allowed to speak to co-workers, and a rapid just-in-time production model that has workers putting in a phone motherboard every seven seconds to meet the global demand for high-priced gadgets. Questions: Is the care of the suicide-prevention nets, the monks and social workers, the FLA and WRC auditors, the change in the wage -- will this counter the shadow of death that remains on the i-Pad?
- Final question: What future is arriving for Apple/Foxconn/China?

# 7 Restorying Steps

3/18/2012

<http://peaceaware.com/>

1. **CHARACTERIZE** - Identify Dominant Narratives, *DNs*
2. **SYMPATHIZE**- Deconstruct Benefits of *DN* in Living Story Webs (*LSWs*) Habits
3. **PROBLEMATIZE** - Costs of *DN* in *LSWs* Habits
4. **EXTERNALIZE** - Re-Characterizing the *DN* as character in *LSWs* in order to devalue the *DN*
5. **STRATEGIZE** - Antennarrative Futures out of *WOWs* Recovered into the new antennarrative
6. **REHISTORICIZE** - Little *WOW* moments out of shadows from *DN*
7. **PUBLICIZE** in Enlisted Support Network & Reassemble the new Agential/Materiality Habits

# Conclusion

- Visit New Mexico State University
- Las Cruces New Mexico
- [dboje@nmsu.edu](mailto:dboje@nmsu.edu)
- <http://peaceaware.com/>
- 575-532-1693
- **Merci Beaucoup!**