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Title: Transorganizational Development and Destining through Storytelling and a Modified Whole-Scale™ Change

Abstract: This paper describes a snapshot in time extracted from a 5-year action research study focused on the creation of a transorganizational system for the purpose of facilitating and encouraging rural municipal and county governments to partner and collectively invest their resources to build the community capacity necessary to undertake large-scale economic development projects that were too complex for any one community to undertake separately (Batchelor, 2011). This paper captures the destining of process in action in the context of prevailing grand narrative, laced with living stories, and antenarrative (Boje, 2012) to shape destiny. This paper shares the story of how a single consultant through the use of storytelling and the application of a modified Whole-Scale™ Change approach in a single night (May 10, 2007), in a single room, brought together one rural county government and six municipal governments (54 rural leaders in a historical event) to reshape and re-story years of counter-productive collective thinking and limiting processes to establish a new county destiny—“Many People. One County. We are Winston. One Voice.”