



PennState
College of Education

Storytelling and Organizational Consulting

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WFED/OD&C Professional Development Network

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What is your Consulting Future after AI?

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IN CHAT: What's your storying of the Accenture Future?

Accenture Stock Price History

Stock Price	Price Change (%)	Total Return (%)
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Range 1m 3m YTD 1Y 5Y 10Y Max

Jul 16, 2001 → Sep 8, 2026



Chapter 1: The Main Consulting Company Protagonists of the Consent Machine - Table 1

Organization	Impact Data Point	Note on Role
Accenture	77,000 AI professionals	Largest deployment of AI implementation labor.
McKinsey & Co	10% internal staff cut	Selling AI transformation while cutting their own staff.
BCG	25% of 2025 revenue	A quarter of all revenue now derived from AI consulting.
Deloitte	"Unhearing" staffing studies	Focus on efficiency metrics over human welfare.
IBM Consulting	Enterprise Layer Architect	Designing the specific tasks AI agents will replace.
PwC	Institutional Cover	Providing the "narrative shield" for radical change.
EY	Billion-dollar influence	Aggressive scaling of AI auditing and transformation.
KPMG	Trust/Usage studies	Shaping the public perception of AI reliability.
Infosys Consulting	Retail/Logistics focus	Redesigning global physical supply chains.
Cognizant Consulting	Gov/Healthcare focus	Moving AI into sensitive public and medical sectors.

What is your AI Data Center COMPLICITY?

I traced every AI data center I touch: 16 sites.

storying.site + DavidBoje.com → Houston DataBank 5170 Westway Park + Ashburn Equinix DC11
(same HostGator account, IP 192.185.16.216)

tamaraland.us → Porkbun pixie → AWS Oregon Hillsboro

quantumstorytelling.org → Namecheap → phoenixNAP Phoenix 3402 E University

Gmail/Maps/YouTube/Search → Google Mesa \$600M 185 acres + Council Bluffs IA + Mayes OK

Netflix → No Netflix DCs — AWS control + Open Connect OCA inside Lumen Albuquerque 3830
Singer Blvd (70mi N of Caballo) — 95% traffic, 19k OCAs, 15% global internet

Amazon/Prime → AWS Phoenix Local Zone + Dallas CloudFront + **Project Jupiter Santa Teresa**
\$165B 1,400 acres 2.45GW Bloom fuel cells — 40 miles south of Las Cruces, IN DOÑA ANA
COUNTY

NMSU Microsoft 365 + Copilot → West US 3 El Mirage 12901 W Olive Ave + Goodyear Airpark +
South Central US San Antonio SAT82 18844 FM 1957 \$482M

Fisk Microsoft 365 + Visiting Scholar → East US Virginia Bristow VA + Central US Iowa + **Fisk**
Quantum Leap 70k sq ft 30MW \$400M Innovation Center North Nashville (14k petition, Rep
Justin Jones) — second self-reflexive loop

Facebook → **Meta Los Lunas 4250 Messenger Loop \$2.2B 40MW 6 buildings — 60 miles north of**
Caballo! + Gallatin TN \$1.5B 500MW 60 miles from Fisk

Proton Mail → Lausanne + Attinghausen Switzerland K7 bunker under 1000m granite — genuine non-
US exit

Zen Browser →

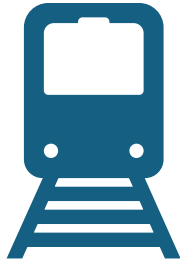
[Click Here to check your AI complicity](#)



Main Point Today: BME-Narrative vs Storying

Official consulting plot is a BME Narrative

Beginning: capability gap.
Middle: train, stand up agents, certify ethics.
End: productivity, readiness, headcount “grows again.”



Aristotle’s whole is intact. The invoice can close, BUT Storying does not close.

STORYING stays in the middle

Antenarrative = Hundreds of fragments are already betting a future the earnings call has not plotted.

Qualimetrics refuses the BME because a ledger without storying treats living work as if it were already a report.

Storying without a ledger leaves the IMPORTANT CHANGE off the books.



Sherry is not a verified employee file.

We name her so the voiceless can enter the room.

We do not hunt a LinkedIn identity and we do not claim she was fired so Accenture could buy Anthropic AI

Sherry joined Accenture January 2025; head an account within a month;

She worked till midnight three nights one week;

Kept her hours off the timesheet;

In the chat

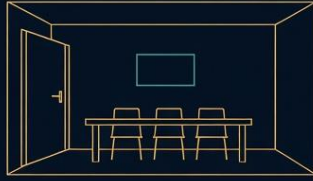
Write one word — which indicator is loudest about her future?

Tamaraland rooms

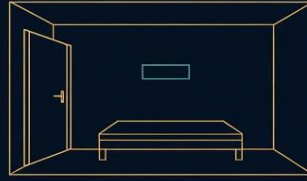


- Four simultaneous rooms of one machine:
- Boardroom: “exit on a compressed timeline” those who cannot be reskilled.
- Junior room: midnight work, +1 extras, hours that will not go on the timesheet.
- Client room: “why pay big money?” once a toolchain exists (price compression).
- Community room: data-center and welfare-system consequences after the engagement is invoiced.

Tamaraland: rooms the invoice keeps apart



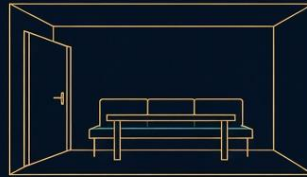
Boardroom / earnings call



Junior room / midnight hours



Client room / why pay big money?



Community room / after the engagement

It is September 2026. You accepted Analyst / Analyst-Data & AI at Accenture.
Julie Sweet is still the named CEO of the official room.
Sherry Andrews is the composite who joined in January 2025 is now gone.
You are the next cohort.

Chat is open. What will you do?

Julie Sweet, real Chair & CEO.

Sherry Andrews, composite junior / exited cohort.
The January 2025 story is real as reported and unnamed.
Sherry is VOICE OF THE VOICELESS

- The \$14.4B is the hypothetical case.

Utilization has been ~92–93%.
The billable hour did not die.
Promotion for the layer above you already tracks regular use of internal AI tools (weekly logins in some talent reviews).
Compressed-timeline exit is still the published rule for people judged not reskillable.
Headcount can grow and your class can be rotated.



The BME Narrative

Beginning · Middle · End



Beginning

Problem or tension introduced.
Context is established; the world is
incomplete or disrupted.



Middle

Complication unfolds.
Events, agents, and forces collide;
stakes are raised.



End

Resolution achieved.
A solution is found; order is restored
or transformed.

Czarniawska (2004): narrative as a sequence with a problem and its resolution · Weick (1995): retrospective sensemaking through storied form · Boje (2001–2026): the BME as dominant narrative convention

Treatment in the AI era, in one sentence:
You are hired as AI-fluent inventory, not as an apprentice being formed for partner judgment. Sweet said the quiet part: the college hire’s edge is fluency relative to people already inside. That is a compliment and a warning.

Official BME room (Sweet)	Living-story room (Sherry → you)
“Reinventor.” Train, certify, use the toolchain, grow again.	Two clocks on one body: chargeability and tool adoption.
Mentorship + young-graduate “journey” language.	Seniors reviewing AI drafts at midnight; you are the +1 on an already-staffed account.
AI fluency is your hiring advantage over the 2024–25 class.	That advantage expires the day a cheaper, more fluent 2028 class arrives.
47 million training hours / green dashboard.	Hours that will not go on the timesheet. Dual-process: judge the model and hit the week.
Federal / geopolitics / stock multiple still squeezing cost.	PIP, utilization, and “not a viable path” remain the exit grammar.

How long would you last at Accenture ?

“Which clock are you willing to live on?”

Clock	What it measures	Honest 2027 range
Official tenure story	“Vibrant careers”; 97k promotions in FY2025; more entry-level hires	Some will make Analyst → Consultant in 2–3 years if utilization + tool use + a live account line up
Sherry’s clock	Joined Jan 2025; planned to leave at one year; same week as Sweet’s exit sentence	12–18 months if the account is +1 extras, OT off the timesheet, and no safe path up the power chain
Firm clock	14% voluntary attrition; compressed window of ~11–12k in one quarter; pyramid still needs juniors	Many will be managed out or self-exit before the competency grid is ever drawn

Above and below the waterline



Above the waterline (measured, narratable, billable).

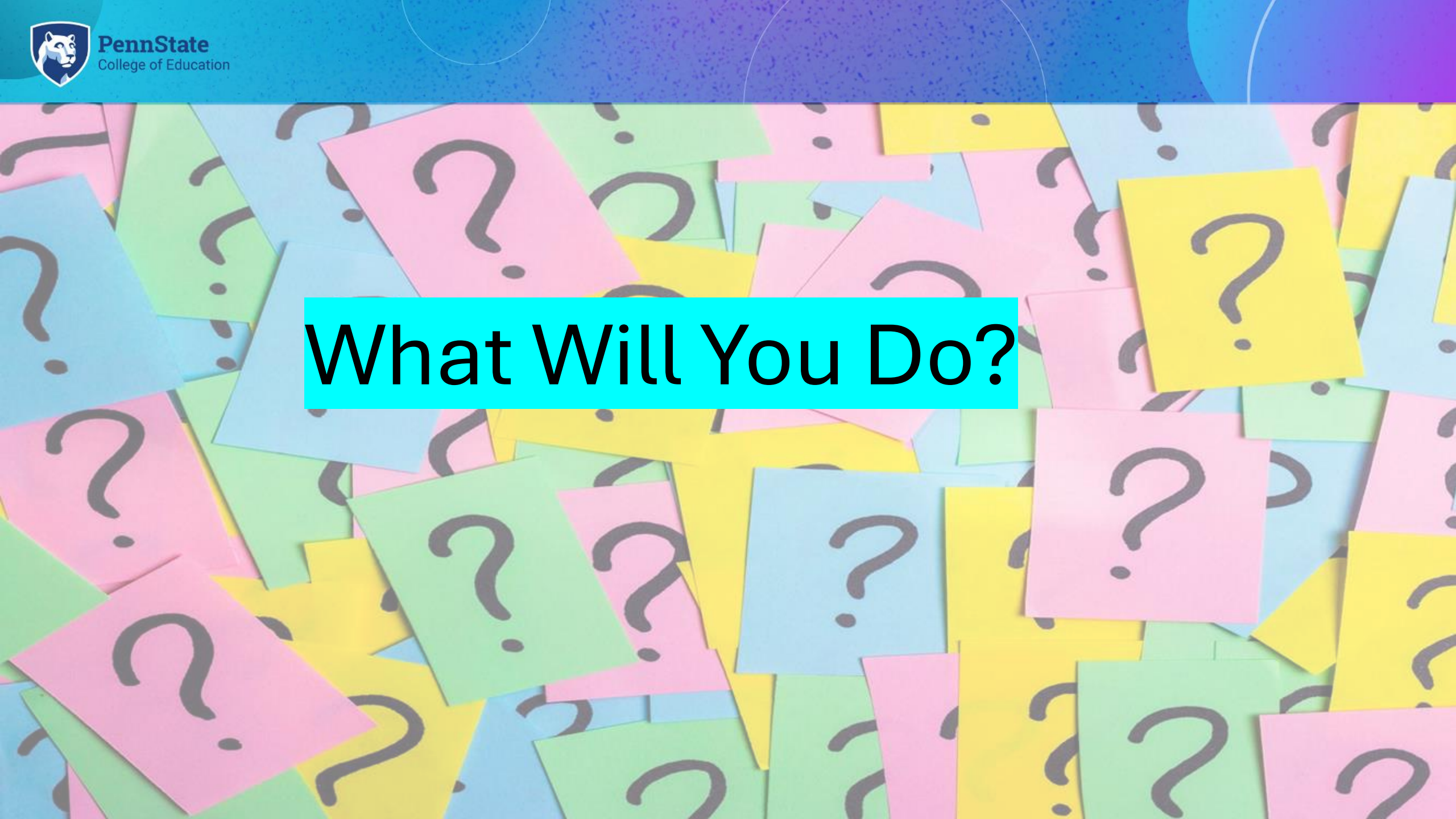
Below the waterline (lived, unlogged, transferred).

Examples welcome: 47 million training hours / weekend calls / \$865M charge / partner name on AI-speed text.

The Seven Antenarrative B's: Definitions and Examples of STORYING

Boje (1991 ASQ, 2001, 2014) | Boje & Rosile (2016)

ANTENARRATIVE B	DEFINITION	EXAMPLE (Boje / Rosile)
Before	Multiple, contested starting points -- not one Beginning, but many, held by different actors.	<i>Workers' story of the office supply crisis began before management even noticed. (Boje 1991 ASQ)</i>
Being	Ready-to-hand -- absorbed in practice, living the story without stepping outside it.	<i>Shop floor workers living the daily story; no arc, no resolution visible from inside. (Boje 1991 ASQ)</i>
Becoming	Present-at-hand -- the moment a situation surfaces as a story, noticed and named.	<i>Union resistance made the supply crisis suddenly visible -- management now saw it AS a story. (Boje 1991)</i>
Bets	Different actors hold different expected endings -- competing bets on the future.	<i>CEO bets on acquisition; workers bet on layoffs; investors bet on growth. (Boje 1991 ASQ)</i>
Beneath	Tacit, hidden, suppressed -- what official stories bury or refuse to name.	<i>Labor conditions and supplier exploitation concealed beneath the efficiency narrative. (Boje 2001)</i>
Beyond	Ethical, transcendental obligations that exceed the organization's own purposes.	<i>Environmental obligations and community duties not written into the company story. (Boje 2014)</i>
Between	Dialogic polyphony -- multiple simultaneous perspectives in active, ongoing dialogue.	<i>Corporate-Who, Workers-Who, Social-Who, Ecological-Who each narrating differently. (Boje & Rosile 2016)</i>

The background of the slide is a dense, overlapping collage of colorful sticky notes in shades of pink, yellow, light blue, and light green. Each sticky note has a large, dark grey question mark printed on it. The notes are scattered across the entire frame, creating a textured, busy appearance.

What Will You Do?