SINGAPORE INTERNATIONAL Storytelling fest

ORIGINS

ASIA PACIFIC
Business Narrative Conference

7-8 Sept 2010

Legends Ballroom
The Legends
Fort Canning Park

Origins

is the first Asia Pacific Business Narrative Conference which aims to foster the practice of business storytelling and narrative techniques in the Asia Pacific region and to build awareness among government agencies and corporations of the power of storytelling and narrative for business.

Why participate?

Great leaders are storytellers who understand the persuasive power of stories. With narrative methods having a substantial impact on businesses, particularly in areas of leadership, communication, staff engagement, strategy alignment and execution, corporate storytelling is fast-becoming an important tool for cultural and organisational change.

Who should participate?

Leaders; Change managers and change activists; Managers in knowledge management, organisational development and organisation learning roles; people in corporate/ strategic planning, instructional design, coaching, mentoring, communications, branding, marketing and sales roles.

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PROGRAMME

Day 1 (Sept 7th 2010) – Business Narrative Conference

9.00 - 9.30AM **"WELCOME TO COUNTRY"**

ROSEMARIE SOMAIAH, ASIAN STORYTELLING NETWORK

A story-based introduction to give insight into both Singapore and the theme of the conference.

9.30 – 10.30AM **KEYNOTE: "EXPERIENCE, VIVIDNESS AND ENERGY: STORIES IN ORGANISATIONS"**

VICTORIA WARD, SPARKNOW

In this keynote, Victoria will introduce three powerful ways of using story in organisations:
- for rich knowledge transfer and culture-building;
- for ensuring that policy-making is grounded in a lived reality;
- for connecting practice with strategy.

10.30 – 11.00AM **NETWORKING BREAK**

11.00 – 12.45PM **STORIES IN ACTION: CASE STUDY CAFÉ**

Participants will hear about case studies from narrative practitioners from the Asia Pacific region, and participate in round-table discussions with the case presenters. Case studies to be discussed include:

1. ANGELINA SEAH (SINGAPORE), COGNITIVE EDGE › using narrative techniques for employee engagement in Singapore
2. CECILIA CHIA (SINGAPORE), RITZ CARLTON-MILLENIA SINGAPORE › storytelling to align 35, 000 employees worldwide around Ritz Carlton's service culture
3. LT. COL. KARUNA RAMANATHAN (SINGAPORE), SINGAPORE ARMED FORCES › storytelling for leadership development in the Singapore Armed Forces
4. OLIVIER SERRAT (PHILIPPINES), ASIAN DEVELOPMENT BANK › using stories to humanise a corporate culture, contextualise knowledge assets and build a "living history" at the bank
5. CHET CHETSANDTIKHUN (THAILAND), SIAMENTIS › story listening to gain consumer insights
6. DAVID DRAKE (AUSTRALIA), CENTER FOR NARRATIVE COACHING › connecting stories from various times to drive culture change in a professional services firm
7. MOYA SAYER-JONES (AUSTRALIA), ONLY HUMAN COMMUNICATIONS › how stories gave insights into stockholder relations and galvanised interest in the work of Regional Arts Australia
8. ROBERTA STYLES-WOOD (AUSTRALIA), ARRB GROUP › using story approaches to celebrate history and communicate a new vision for the previously named Australian Road Research Board
9. TERRENCE GARGIULO (UNITED STATES), MAKING STORIES › using story techniques to help build a unified global IT group at General Motors

12.45 – 1.45PM **LUNCH**

Participants to sign up for the Techniques Marketplace (see below)

1.45 – 3.15PM **TECHNIQUES MARKETPLACE**

Case presenters teach a technique (E.g. from their case study) in small groups. Participants are to join the sessions they are most interested in.

3.15 – 4.45PM NETWORKING BREAK

3.45 – 4.45PM STORY SLAM

Story Slam is a storytelling competition where conference participants (maximum of 10) can sign up to tell a story in less than five minutes on the theme "Surviving in adversity". A panel of five conference participants will judge the stories and declare a winner.

4.45 – 5.30PM INSIGHTS AND IDEAS FROM ORIGINS 2010

Facilitated by Shawn Callahan and Patrick Lambe, this conference dialogue involves the participants in drawing out issues, themes and calls for action from the day's proceedings.

Day 2 (Sept 8th 2010) – Narrative Workshops

Participants will be able to sign up for half-day workshops led by conference speakers on practical storytelling techniques and the use of narrative approaches in organisations.

MORNING WORKSHOPS (9.30AM – 12.30PM):

1. SHAWN CALLAHAN, ANECDOTE › Practical Techniques for Story Elicitation for use in understanding culture, identifying leverage points for change, and sparking action
2. SANDRA BAIGEL, VOICE & WORD › Vocal Techniques for Powerful Storytelling
3. DAVID DRAKE, CENTER FOR NARRATIVE COACHING › Working with Stories in the Present Moment to Facilitate Change

AFTERNOON WORKSHOPS (2.00 – 5.00PM):

4. VICTORIA WARD, SPARKNOW › In Their Shoes – the four step method developed for the Royal Mail for using story techniques to imagine and transform the workplace
5. TERRENCE GARGIULO, MAKING STORIES › Awakening People's Story Capacity for Performance
6. PATRICK LAMBE, STRAITS KNOWLEDGE › Producing and Working with Archetypes from an organisation's stories to "read" the culture and identify change opportunities and barriers

The detailed programme outline and speakers' profiles are also available at www.originsasiapacific.com

All information is correct at time of printing. The organisers reserve the right to change speakers, events and/or session times, dates, and other details as necessary, and without prior notice.

SPEAKERS

ANGELINA SEAH (SINGAPORE) is a Consultant with Cognitive Edge, a pioneer company in the development of open source narrative techniques and software that leverages unstructured data, complexity and networks to provide early detection of patterns and associated weak signals. Angelina has extensive experience working with the Singapore government on projects involving employee engagement, workplace culture and education. Globally, she has worked with both private and public sector organizations on corporate strategy, culture mapping and human resource issues.

CECILIA CHIA (SINGAPORE) is the director of human resources in The Ritz-Carlton, Millenia Singapore. Ms Chia rejoins the hotel from her previous post as director of human resources for The Fullerton Hotel Singapore and regional human resources director for the Fullerton Hotels and Resorts. Under her leadership, the hotels won many critically acclaimed awards. For example, The Ritz-Carlton, Millenia Singapore was a finalist in Best Human Resources Director and Best Retention Strategies among other awards by Key Media's Human Resources Magazine.

LTC KARUNA RAMANATHAN (SINGAPORE) became Deputy Head, Centre of Leadership Development, Singapore Armed Forces (SAF) in 2004. He is responsible for building future leadership development strategies, meeting the demands for leader development in transforming SAF and is in charge of action learning and knowledge management for leadership development. He created and popularised the "251 model" technique for storytelling and teaches knowledge management processes at the Nanyang Technological University Singapore.

DR DAVID B. DRAKE (AUSTRALIA) is the founder and Executive Director of the Center for Narrative Coaching in San Francisco and Sydney. David uses his expertise in both human and organisation development to help clients to grow their leaders and teams and achieve their vision for change. A practical visionary, he speaks internationally on the evolution of coaching, learning and leadership. David has written 30 publications on narratives and coaching and was the editor for *The Philosophy and Practice of Coaching: Insights and Issues* (Jossey-Bass, 2008).

CHET CHETSANDTIKHUN (THAILAND) is co-founder and Managing Consultant for Siamentis, a consulting firm specialising in brand communications, social change and corporate social responsibility. He has more than 10 years of working experience in market and sales management. He started his marketing career at Leo Burnett and worked on three successful pitches for Yoplait, Singha Gold, and Singer Thailand. He later worked with Dancall mobile phone at Jebsen & Jessen as Marketing Manager, and also with Hewlett-Packard in various aspects like acquisition and sales.

MOYA SAYER-JONES (AUSTRALIA) is a novelist with Penguin Books, a speaker, a broadcaster (ABC radio) and a newspaper columnist, (The Modern Guru: Sydney Morning Herald). About ten years ago she created her first collection of stories around social disadvantage. She then formed Only Human Communications, a story company devoted to letting humans speak for themselves. Only Human works with Government, not-for-profit and corporate organizations producing books, films, social media approaches and web-content for e-learning, training, awareness and communication.

OLIVIER SERRAT (PHILIPPINES) is the Principal Knowledge Management Specialist in the Regional and Sustainable Development Department of the Asian Development Bank (ADB), and also the Head of ADB's Knowledge Management Center. He is the focal point for implementing and monitoring the progress of ADB's knowledge management framework, and is responsible for overseeing the development and delivery of ADB's knowledge management agenda. In addition, he wrote *ADB: Reflections and Beyond*, *Learning for Change in ADB* and *Knowledge Solutions (2008–)*.

ROBERTA STYLES-WOOD (AUSTRALIA) is Corporate Communications Consultant at ARRB Group in Australia. Roberta's career is focused on planning and developing creative solutions to communication and engagement issues in organisations. Trained in public relations/communications and change management, she has worked on behavioural change campaigns, internal change programs, stakeholder relationship development, community consultation and information design in state government, education, health, transport and infrastructure.

PATRICK LAMBE (SINGAPORE) has worked in professional librarianship, learning and development, general management, education and e-learning, and knowledge management. He co-founded knowledge management consulting and research firm Straits Knowledge in 2002. Patrick is an international keynote speaker, adjunct professor at the Hong Kong Polytechnic University, author of *Organising Knowledge: Taxonomies, Knowledge and Organisation Effectivess* (Oxford: Chandos, 2007) and a two-term past-President of the Information and Knowledge Management Society.

ROSEMARIE SOMAIAH (SINGAPORE) is a Partner with Asian Storytelling Network, Singapore's first professional storytelling company. She is a founding member of the Storytelling Association (Singapore) and has led the Storytellers' Circle of the Society for Reading and Literacy (SRL) since 2003. She has performed in several countries and represented the SRL at international events in Hong Kong, Beijing and Budapest. Besides presenting work and hosting performances for international events, she has been telling stories on Singapore's public television channel Okto.

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SANDRA BAIGEL (AUSTRALIA) has been immersed in voice work from an early age. She focuses on voice in spoken contexts that include achieving vocal presence, mastering vocal expression and delivering voice in performance. She established her company, Voice & Word, in 1993. In 2009, Sandra's analytical tool and learning model, 'The Voice Wheel®' was registered as a trademark. Currently, Sandra works one-to-one with leaders and managers from banking and finance institutions, professional service firms, government regulators, retailers, IT specialists and manufacturers.

TERRENCE GARGIULO (UNITED STATES) is an eight times author, international speaker, organisational development consultant and group process facilitator specializing in the use of stories. He holds a Master of Management in Human Services from the Florence Heller School, at Brandeis University, and is a recipient of Inc. Magazine's Marketing Master Award and the 2008 HR Leadership Award from the Asia Pacific HRM Congress. Terrence and his father's opera Tryillias was accepted for a nomination for the 2004 Pulitzer Prize in music.

SHAWN CALLAHAN (AUSTRALIA) is the founding director of Anecdote, a firm specialising in helping clients harness informal knowledge and the natural power of stories to bring strategy to life. He has more than 15 years' experience as a consultant and researcher, and has undertaken a wide variety of projects — including community of practice development, knowledge-mapping and knowledge strategy. He also co-founded the ACT Knowledge Management Forum, an international community of practice for knowledge management in the public sector.

VICTORIA WARD (UNITED KINGDOM) has been at the forefront of the use of narrative techniques in organisational settings since establishing Sparknow in 1997. She co-authored *Story Guide: Building bridges* using narrative techniques commissioned by Swiss Agency for Development & Cooperation; led the development of a set of oral histories for Islamic Development Bank and created a Living Archive for Asian Development Bank. Victoria recently returned from Darfur on a mission with World Health Organisation to develop an information and knowledge management strategy for emergency response.

SUPPORTERS

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Origins:
ASIA PACIFIC BUSINESS NARRATIVE CONFERENCE.

REGISTRATION FORM

Please select one:

All prices are nett and are in Singapore dollars.

2 DAYS: 7 & 8 SEPT 2010

Includes 4 tea breaks and 2 lunches.
The organisers reserve the right to verify your membership with the respective association/society.

- ☐ S$400/person for members of iKMS and Storytelling Association (Singapore)
- ☐ S$420/person for early bird registration by 31 July 2010
- ☐ S$420/person for group registration of 3 and above
- ☐ S$450/person for registration after 31 July 2010

1 DAY: S$250/PERSON

Includes 2 tea breaks and 1 lunch.

- ☐ 7 Sept 2010
- ☐ 8 Sept 2010

1/2 DAY: S$150/PERSON

Includes 1 tea break only. Only applicable for 8 Sept 2010

- ☐ 8 Sept (am)
- ☐ 8 Sept (pm)

WORKSHOP SELECTION FOR 8 SEPT

Please indicate your choice of workshop in order of preference
We reserve the right to allocate you to your 2nd or 3rd choice if your 1st choice is not available.

AM	1st choice	2nd	3rd	PM	1st choice	2nd	3rd
Workshop 1				Workshop 4			
Workshop 2				Workshop 5			
Workshop 3				Workshop 6			

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Registration is also available online at www.bookcouncil.sg/sisf
Please refer to the website for registration terms & condition. Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.