

Appreciative Inquiry



A Masterclass and 2 Day Skills Development Workshop

24th October 2007 25th – 26th October 2007

by David Cooperrider

London: UK

On Appreciative Inquiry

QUESTION: Why is it that over 60% of all corporate initiatives fail to meet target objectives while strengths-based, positive change programs consistently exceed expectations?

ANSWER: It is now well established that ‘strengths-based, positive change’ methodologies, create a reinforcing process that leads to unprecedented and sustainable accomplishments. “AI”— or Appreciative Inquiry— is the most recognized name describing the paradigm for *strength-based organization development* and change. Drawing upon state-of-the-art findings from today’s positive psychology movement and AI’s powerful applications with organizations including those at the recent United Nations Summit, Hewlett-Packard, Novartis, Daimler Chrysler, BP, Mckinsey, and Nokia, this masterclass and Development Workshop will demonstrate how AI can:

- Maximize people’s energy, commitment, passion and engagement to contribute their best insights and ideas
- Unleash individual passion, innovation and entrepreneurial spirit
- Create high energy and rapid acceleration of change initiatives
- Result in high levels of trust and mutual respect supporting open and honest dialogue
- Provide a positive work environment which attracts and retains the best talent and where retention rates dramatically improve
- Nurture “Hot” teams that promote innovation, opening new market opportunities, and create disciplined and self-organizing teams
- Result in dramatic cuts in cycle time of any change initiative
- Encourages the acceleration of system wide learning
- Develops a high engagement, collaborative organizational culture which is more inclusive and values diversity, is more customer focused and aligned around business purpose and strategy.



“It’s time”, says David Cooperrider, “to fundamentally re-think our concepts of human organization and change.” AI has implications for every aspect of business and organization development—implications for strategic planning, organizational learning, leadership development, product designing, mergers, culture change, building high engagement team-based organizations, and for elevating the capacity of programs like LEAN management, process re-design, knowledge management, and building great groups and work teams.



About the Masterclass Presenter

David Cooperrider is a Professor and Chairman of the Department of Organizational Behavior at the Weatherhead School of Management at Case Western Reserve University in Cleveland.

Dr. Cooperrider is widely recognized as the “co-creator and thought leader” of Appreciative Inquiry, a body of work that focuses on developing an organization’s positive core to inspire collaborative action that serves the whole system. AI is today’s most recognized name describing the powerful new paradigm for strength-based organizational transformation and has been recognized as the most innovative approach in organizational development in the last decade. University of Michigan Professor Robert Quinn, in his acclaimed book *Change the World* writes: “Appreciative Inquiry is currently revolutionizing the field of organizational development.”

Dr. Cooperrider was named a “Top Ten Visionary” by Training Magazine in 2000 and is the 2004 recipient of ASTD’s Distinguished Contribution to Workplace Learning and Performance award. He has written over 50 articles and eight books in the areas of leading change. His exciting work has been cited in Fast Company, Forbes, Fortune, the New York Times and many other publications. He has lectured and taught at several universities including Stanford, MIT, Chicago, Pepperdine, and Cambridge.

Dr. Cooperrider serves as adviser to many organizations including Yellow Roadway Corporation, the US Navy, the EPA’s Office of Research and Development, Parker-Hannifin, Green Mountain Coffee and the American Red Cross.



Dr. Cooperrider’s most recent volumes include: *Handbook of Transformative Cooperation*. (Stanford University Press 2007 with Ron Fry and Sandy Piderit). *Appreciative Inquiry: Foundations in Positive Organization Development*. Stipes Publishing, 2005 (with Peter Sorenson et al.). *Appreciative Inquiry: A Positive Revolution in Change* (with Diana Whitney), Berrett-Koehler Publishers (2005). David has been named editor of a new Sage Publication Book Series on the *Human Dimensions of Global Change* and an academic book series *Advances in Appreciative Inquiry* (with Michel Avital) published by Elsevier Science.



Objectives of the Masterclass and Workshop

- 1 Discuss concepts on the logic for Appreciative Inquiry from research across many disciplines—all showing the way toward a strength-based approach to development and change;
- 2 Explore powerful stories and case studies on insights from the field with organizations such as Parker Hannifin, Hewlett-Packard, Yellow-Roadway, Green Mountain Coffee Roasters and the Environmental Protection Agency;
- 3 Build skills in the “art of the question” and show how as managers and leaders of change “we live in worlds our questions create”;
- 4 Provide tools for designing your own AI applications—with a special focus on the large group, whole systems “AI Summit Method”—as used at a UN Leaders Summit and with CEOs such as Daniel Vassella, CEO of Novartis, and 500 others.
- 5 Explore AI’s next horizons for building sustainable enterprise—what Cooperrider calls “Business as an Agent of World Benefit”.



Who should attend

The Masterclass on its own or the Masterclass and Development Workshop for:

CEOs, Executive and Non Executive Directors and other Senior Leaders involved in Corporate Strategy, Organisation Development, Mergers and Turnaround, Modernisation, Service Redesign, Performance Management, Service Delivery, Human Resources and Talent Management across the public and private sectors.

Academics, Researchers, Business Transformation , Change and other Management Consultants working at board and executive levels and on service improvement, organizational change and transformation issues.

Enhancing involvement sustaining learning

- A pre-event reading pack will be sent out electronically and will be available at www.aeneasktc.com
- Proceedings from the master-class and workshop will be available as a Resource Pack from Aeneas
- Participants completing the 3 day programme will be able to enroll on a one year Certificated course of study at Case Western University.

A Masterclass on Appreciative Inquiry

24th October

In this dynamic one-day program, David Cooperrider introduces key concepts and many stories on the Appreciative Inquiry approach to leading and managing change. Older theories of “deficit-based change” are contrasted with the new research on the science of human strengths based methodology and their potential individuals, teams, mergers, and organization-wide approaches to positive change.



Programme for the day

- 09:00 – 10:40 Making Change Happen through Appreciative Inquiry:**
A Time to Re-think Human Organization and Change
5 Principles of Appreciative Inquiry
Opening AI: 3 Questions for Exploration
A Positive Revolution in the Science of Human Strengths
Unintended Consequences of Deficit Theories of Change
- 10:40 – 11:00 BREAK**
- 11:00 – 12:30 Delivering change through AI**
Mapping the Positive Core & Forming groups
The AI Summit Method
- 12:30 – 13:30 LUNCH**
- 13:30 – 15:00 AI Processes**
The 4-D Cycle
Topic Choice and Framing
The AI Summit Method
- 15:00 – 15:20 BREAK**
- 15:20 – 17:00 Getting the best from people through AI**

2 Day Skills Development Workshop 25th & 26th October 2007

Building from day one, participants will work at a deeper level and focus on three themes—theories of positive change: skill-building in the art of the question; and the design of AI Summits, and more depth with cases and stories that illustrate the “how to’s involved each stage of the “4-D” cycle, moving from Discovery to Dream and Design, to Destiny. During the workshop new materials will be presented, including customized “workbooks” from AI Summits with major companies using AI for whole systems change. There will be a special emphasis on “Design”—illustrating new horizons of using AI for sparking **innovation** in products, services, and organizational transformation.



Programme for the Workshop

DAY TWO

- 09:00 – 10:40 **Stories, Cases, Tools, Practice**
The Art of the Question
- 10:40 – 11:00 **BREAK**
- 11:00 – 12:30 **The role of Inquiry as an agent of change and case studies**
[Yellow Roadway Corporation; Green Mountain; the EPA; etc]
- 12:30 – 13:30 **LUNCH**
- 13:30 – 15:00 **AI Summit Method Part 2**
Pre-Summit Work
Summit Designing
- 15:00 – 15:20 **BREAK**
- 15:20 – 17:00 **Post Summit Approaches to Building Momentum**
Reflections Day 2

DAY THREE

- 09:00 – 10:40 **New Horizons in AI**
The AI Sustainable Development Eco-Summit
Sustainable Value Business Models
- 10:40 – 11:00 **BREAK**
- 11:00 – 12:30 **Moving From Dream to Design**
Lessons from One of the Top Design Firms in the World -IDEO
- 12:30 – 13:30 **LUNCH**
- 13:30 – 15:00 **Two Steps in Design: Brainstorming and Rapid Prototyping**
Designing a Corporate Learning Process
- 15:00 – 15:20 **BREAK**
- 15:20 – 17:00 **Creating Applied Projects for Action Learning**
The Many Applications of AI
Conclusion “The Power of Appreciation”
Preview the Certificate Program for Those Moving Toward Certification

Application / Order Form

Early bird rate for masterclass on the **24th October 2007** at £495 plus vat per delegate booked and paid before the **31st July 2007**

Early bird rate for the 2 day workshop on the **25th & 26th October 2007** at £1495 plus vat per delegate booked and paid before the **31st July 2007**

Normal rate for masterclass on the **24th October 2007** at £595 plus vat per delegate booked and paid after the **1st August 2007**

Normal rate for the 2 day workshop on the **25th and 26th October 2007** at £1595 plus vat per delegate booked and paid after the **1st August 2007**

- **Please reserve** on 24th Oct on 25th Oct on 26th Oct place/s
at * Early Bird/Normal Rate *Delete as appropriate (Please note payment must be received before attendance at the event).

• Your Details

Name Position
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Booking Form Conditions

Reservation is a contract.
Cancellation must be made 4 weeks before the event in which case a refund less £50 administration fee will be made.
Within 4 weeks of the event refund is not possible, but a substitute delegate may attend instead. The organisers reserve the right to change the programme or venue in the event of unforeseen circumstances.



Masterclass Series

- **Talent Management**
sharing good practice from world class companies
Sept 2007 a masterclass by Doug Ready
- **Getting to Great**
Governing Healthcare Organisations in the 21st Century
a masterclass by Dennis Pointer Oct 2007
- **Strategies for Effective Professional Service Firms**
a masterclass by David Maister Nov. 2007



About Aeneas

Aeneas is a knowledge transfer company, established to promote and support the spread of good practice in the public and private sectors through publications [monographs, handbooks, texts and proceedings] and educational activities [expert seminars and masterclasses].

www.aeneasktc.com

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