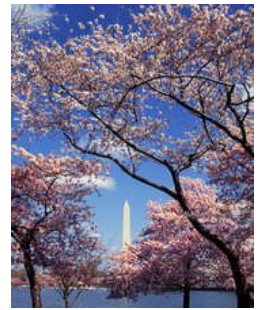




Smithsonian Symposium

Leadership and Storytelling

April 21-22 2006



The annual Smithsonian symposium is just around the corner. As in previous years, there will be a Friday event at the Smithsonian on April 21 and a Saturday event hosted by the Golden Fleece Group on April 22.

A. FRIDAY SEMINAR APRIL 21, 2006 9 am to 5 pm AT THE SMITHSONIAN

BOOKINGS ARE OPEN AT <http://residentassociates.org/otoapr/storytelling.asp>



Steve Denning, former program director of knowledge management at the World Bank and author of *The Leader's Guide to Storytelling*, reviews the role of storytelling as a leadership tool and explores how narrative can help meet the most important challenges of organizational leadership, including sparking change, communicating who you are, enhancing the brand; transmitting values; fostering collaboration, sharing knowledge, managing risks, taming the grapevine, and leading into the future.

Madelyn Blair, CEO of Pelerei Inc., a consulting firm involved in organizational development, research and training, with clients in 10 countries, in the Americas, Europe, and Asia, demonstrates the latest tools for capitalizing on the social potential of a gathering and provides tips and techniques that participants can apply to their own work.

Jim Stuart, former president and CEO of Val-Pak, founding executive director of The Florida Aquarium, and co-founder of The Leadership Circle, examines how "the organizational story" and the "personal leadership story" are similar and different in their impact on the collective. One builds vision alignment; the other trust. Both are essential capacities in an effective, humane enterprise.

Victoria Ward, the co-founder of Sparknow, and **Stephanie Colton**, who leads Sparknow's story practice, show how inducing fundamental change in any organization involves both de-storying and re-storying—finding useful application in old stories, letting go of stories which block progress, and discovering how old stories can be interwoven with new stories to achieve organizational objectives. Sparknow is a UK consulting organization.

Location: Smithsonian Associates S. Dillon Ripley Center, Education Center, 1100 Jefferson Drive, SW, Washington DC. **Price:** Resident and GF Members \$95; General admission \$140

Coffee and pastries are served at 8:30 a.m. Participants provide their own lunch, 12 noon to 1:30 p.m.

B. SATURDAY APRIL 22, 2006 9 am to 5 pm at the NATIONAL 4-H CENTER:

The second day of the weekend, Saturday April 22, 2006, is organized by the Golden Fleece group. It will be at the National 4H Center at 7100 Connecticut Ave, Chevy Chase MD from 9 am to 5 pm.

The exciting lineup of speakers includes **Kelly Cresap**, **Glory Ressler (Canada)**; **Atieno Fisher**, **Hannes Maier & Christoph Harringer (Austria)**; **Ashraf Ramzy (Netherlands)**, **Viktoria Berlik**, **Gerry Lantz**, **Svend-Erik Engh (Denmark)**; **Joe Mancini**, **Patricia Digh**, **Sally Strackbein** and **Terrance Gargiulo**.

Fees are \$55 for regular attendees and \$35 for full time students.

To register, go to: <http://www.GoldenFleeceCon.org>

For more details, go to www.stevedenning.com