

Storytelling

Developing a coherent innovation narrative linked to suitable boundary objects such as the Business Model Canvas, Lego Serious Play and other platforms

1. Method

- Storytelling is an excellent tool for designing systems
- All innovation projects, whether new concepts at the start-up stage of a new business or development projects within established organizations, require 'pitching' the idea to others to secure resources, commitment and support. This places emphasis on the need to develop a compelling narrative which can unfold as the innovation develops
- developing a coherent innovation narrative linked to suitable boundary objects such as the Business Model Canvas, Lego Serious Play and other platforms
- The use of stories delivers the material on several different levels. It provides an intellectual component that delivers concrete, quantifiable information.

It also provides emotionally charged information that challenges students from a psychosocial-cultural perspective.

2. Requirements

- You may use suitable boundary objects such as the Business Model Canvas, Lego Serious Play

3. Potential solution/outcome

- The use of storytelling can engage students in reflective thinking, writing, and learning activities
- Stories can be developed through a variety of approaches and this strand of the work will explore and test a variety of these

4. When should you use it?

- Storytelling as a communication tool
- Branding through storytelling

5. Main Sources

- Davidson (2004) A phenomenological evaluation: using storytelling as a teaching method
- Hermansson et al. (2008) How does a company communicate
- Koenig (2002) Using storytelling as an approach to teaching and learning with diverse students