Chartered Management Institute North East Branch

Managerial Storytelling in Practice: Dynamics and Implications

A seminar aimed at management practitioners (managers, consultants) interested in exploring how stories are told and heard within organisations.

New research led by Dr. Stefanie Reissner, Newcastle University Business School, is exploring the use of storytelling by managers to communicate, manage change, build and maintain culture. It also explores employees’ receipt of managerial stories and how they tell their own stories, how they create meaning and make sense of their role within organisations, sharing knowledge and learning.

The purpose of the seminar is to share findings of the research and prompt discussion as to managers’ own experiences within their organisations. The evening will be discursive and interactive, offering opportunities for managers to reflect with one another on their own practice.

Date: 22nd November 2011, 6.30pm refreshments for 7pm start closing at 9pm

Venue: Conference Room (8th Floor)
Newcastle University Business School
5 Barrack Road,
Newcastle upon Tyne
Tyne and Wear
NE1 4SE

Please note that the number of participants is limited, so early registration via Mark Clelland is strongly recommended.

Closing date for registration: Friday 4th November

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We are here!

Car parking is available at St James’ Metro and in the multi-storey car parks on Stowell Street (The Gate and The Co-op).

There is limited car parking available at the Business School, please indicate on the form if you have particular access requirements and arrangements can be made.