



Center for Nonprofit Management

January BreakFACTS: Strategic Planning Through Storytelling

Facilitated by Brian Glibkowski, Lee McGinnis and Abby Schommer

“When forced to work within a strict framework the imagination is taxed to its utmost—and will produce its richest ideas. Given total freedom the work is likely to sprawl.” –T.S. Eliot

Participants will learn a narrative framework for strategy that is centered around six questions of narrative (what?, why?, how?, who?, when?, where?). By asking and answering these six questions, the workshop will use the structure of narrative to develop better strategy and tactics at all levels (organization, department, project, or discrete decision). The workshop will recast strategy in approachable, powerful, and scalable narrative-structure.



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This workshop will address:

- Key components of effective story and strategy
- Modeling strategy (at all levels) in terms of a story
- Measuring your organization’s strategies
- Using hidden concepts to strategize in more profound and meaningful ways
- How the latest marketing, management, and strategy theory can inform long-range planning

All participants will be provided an actionable framework that can be used for your organization’s important day-to-day and long range decisions.

Tuesday, January 29, 2013
9:00 a.m. - 12:00 p.m.
(Coffee and Registration begin at 8:30 am)

LOCATION:
Stonehill College
Joseph W. Martin, Jr. Institute
320 Washington Street
Easton, MA

[Click for directions](#)

About the Facilitators:



Dr. Brian C. Glibkowski, Assistant Professor of Management at Stonehill College

Dr. Brian Glibkowski is an assistant professor of management at Stonehill College where he teaches classes in Organizational Behavior, Human Resources Management, and narrative approaches to business. Using science, Dr. Glibkowski has helped dozens of organizations develop path models to test strategy (enterprise, department, and project) and he has conducted quantitative survey assessments with 1,000s of employees across the world, providing organizations clarity regarding the pathway to achieve desired outcomes. Dr. Glibkowski is published in leading scholarly journals including *Leadership Quarterly* and *Personnel Psychology*. He is a managing director with Semplar Scientific, a consulting firm focused on strategic modeling. He and colleague Dr. Lee McGinnis serve as co-directors for Stonehill’s Sustainable Management & Measurement Institute (*SUMMIT*).



Lee Phillip McGinnis, PhD, Associate Professor of Business at Stonehill College

Lee McGinnis is an associate professor of business at Stonehill College in Easton, Massachusetts. He earned his Ph.D. in Marketing from the University of Nebraska. His research interests include gender and sports, underdog affection and support, voluntary simplicity, knowledge transfer, and ritual communication. He has published several articles on the golf industry, focusing specifically on the constraints that inhibit women from adopting golf as a leisure activity and strategies to help grow the game. He has published in the *Journal of Business Research*, *Journal of Service Research*, *Journal of Consumer Behaviour* (forthcoming), *Journal of Sport Management*, *Journal of Sport and Social Issues*, *Leisure Sciences*, and *Academy of Marketing Science Review*. He also has several international conference proceedings, including those in the American Marketing Association and *Advances in Consumer Research*. He is a managing director with Semplar Scientific, a consulting firm focused on strategic modeling. He and colleague Brian Glibkowski serve as co-directors for Stonehill’s Sustainable Management & Measurement Institute (*SUMMIT*).

For more information, call 508-565-1856 or email infononprofit@stonehill.edu.

Center for Nonprofit Management · 16 Belmont Street · Easton, MA 02357 · ph: 508.565.1856



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