

# Igniting Innovation & Sustaining Positive Change



Join us  
to develop your  
capacity to lead  
strength-based,  
transformational  
change!

## The Foundations of Appreciative Inquiry

Winnipeg, Manitoba | August 19 to 22, 2013  
8:30 – 5:00 | \$1,650.00+tax

Your organization's success hinges on its people's capacity to innovate and to connect diverse (even opposing) ways of thinking. Innovation is best done in ways that spur bursts of creative genius, leading-edge design, and strengthened partnerships – all of which contribute to swift, solid, dependable implementation.

Organizational innovations in design, process, strategy, structure and culture are deeper and faster when engagement is collaborative and focussed on strengths – in other words, when people and teams take a positive focus on what they want more of, versus a focus on solving the weaknesses and deficits that they are trying to avoid.

**This limited enrolment workshop is designed for managers, leaders, organizational & community facilitators, and change agents - anyone** who want to spark engagement and innovation in their organizations and communities and who are seeking a strength-based, participatory approach to high engagement for innovation and organizational effectiveness. It provides a **foundation for the practice of Appreciative Inquiry (AI)**; an approach, philosophy, and process for igniting innovation through focussed inquiry and high-engagement.

In this four day highly experiential workshop you will learn the principles, theories, assumptions and practices of Appreciative Inquiry. It will prepare consultants to work with AI in client systems and prepares leaders and managers to use AI for working with organization and community change.

Rather than just another technique, AI is presented as a radically innovative approach to facilitating change. Illustrations of this constructive approach to organizational transformation will be drawn from work with small and large corporations, with communities, with all levels of government and with not-for-profits. Canadian and international examples will be shared. It will provide you with a solid grounding in both theory and practice.

*"The AI Foundations workshop was full of all the elements needed to begin to incorporate the approach into your work and life....theory, group work, stories from the field by AI practitioners, self-reflection and the completion of the next steps you will take to continue the AI journey. This was all customized to respond to the interests of workshop participants in addition to being fun!"*

~Julie Girard, Healthcare



**Innovation Works**  
Colliding ideas...sparking action

For more information or to register, contact:  
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Call at 416 921 3204 [www.innovationworks.ca](http://www.innovationworks.ca)

## You will learn about:

- The multi-disciplinary principles, research and theory base of AI.
- Reframing from deficit conversations/topic to conversations/topics filled with possibility.
- Creating a flourishing organizational climate that can thrive in these times of increasing complexity.
- How to design high engagement change initiatives that spark commitment and innovation.
- The power of crafting positive questions that ignite discovery, connection, and knowledge sharing.
- Recent case studies and lessons learned from applying AI in health care, finance, IT, professional services, government, education, social services, and international development.
- Crafting and implementing micro-practices that weave the principles and concepts of AI into your work and life activities.
- Critical first steps for applying the AI framework to a variety of interventions such as: *Strategic Planning, Teambuilding, Performance Reviews, Process Improvements, Coaching etc.*

## High Level Agenda

The workshop will be a combination of **theory**, **practice** and **reflection**. We will use the 4-D (Discovery, Dream, Design & Destiny) model as a framework for the session. Case studies and examples will be shared throughout the session.

The agenda will be modified to meet the specific needs of the participants. Our goal is to make this a **practical and valuable** experience for all participants.

Monday	Tuesday	Wednesday	Thursday
Welcome & Introductions	<b>Questions &amp; Dialogue</b>	<b>Questions &amp; Dialogue</b>	<b>Questions &amp; Dialogue</b>
<b>How &amp; Why AI works</b> History & theory of Appreciative Inquiry Debrief & reflection	<b>The Case</b> for a revolutionary approach to sustainable change Debrief & reflection	<b>Positive Psychology</b> The connection between AI and PP Debrief & reflection	<b>Where is AI today?</b> Latest research and case studies of AI & PP Debrief & reflection
<b>DISCOVERY – Part 1</b> Experiential activity– Paired Interviews Debrief & reflection	<b>DREAM</b> Positive Image of the Future Debrief & reflection	<b>4-D Exercise</b> Creating a 45 minute AI intervention Debrief & reflection	<b>DESTINY</b> Working on your own project Debrief & reflection
<b>DISCOVERY – Part 2</b> Meaning Making – Group Activity Debrief & reflection	<b>AI Principles &amp; Assumptions</b> Group Activity Debrief & reflection	<b>DESTINY</b> Identifying your own project Debrief & reflection	<b>DESTINY</b> Presenting your project Q&A Debrief & reflection
<b>The Art of the Question</b> Generative questions that make positive change happen Debrief & reflection	<b>DESIGN</b> Introduction to Design Thinking & Rapid Prototyping Debrief & reflection	<b>Creating an AI Interview</b> Creating a topic and a set of AI questions Debrief & reflection	
<b>Closing Circle</b> Debrief & reflection	<b>Closing Circle</b> Debrief & reflection	<b>Closing Circle</b> Debrief & reflection	<b>Closing Circle</b> Debrief & reflection

## Comments from participants

*“Maureen is a fantastic coach and facilitator around organizational change using a strength based approach. She is creative, innovative, supportive and tireless in the incredible array of resources she brings to her clients. I discovered that taking a workshop with Mo was just the start – the ongoing coaching, fresh ideas and re-framing of mental models has helped me help numerous customers towards business successes in ways that neither I nor they could have imagined. I would highly recommend Mo to any organization wanting a creative innovation and a change catalyst, as well as sustainable solutions that make everyone a winner.”*  
~~Kelly Fidei, PhD, PMP, SCM. Agile Coach at Service Tracking Systems.

*“Last fall, I attended one of Mo’s Foundations of Appreciative Inquiry workshops. Her facilitation skills and content knowledge are exemplary; she was able to build our understanding of the content of A.I. while at the same time adjusting the agenda in response to our learning needs. Mo helped us to quickly form into a cohesive group, with many of us continuing to maintain that connection since the conclusion of the course. She has graciously coached me as I continue to lead a transformative change process in my organization using Appreciative Inquiry as a process. Through her coaching, Mo has also connected me to several individuals in her network who have been invaluable in expanding my learning. Appreciative Inquiry is a generative process which builds on the best, expands thinking by connecting ideas from many individuals, collects the positive stories, and imagines possibilities. Mo McKenna is Appreciative Inquiry personified.”*  
~~Linda Eason Lumsden, Superintendent of Education and Chief Customer Service Officer at Upper Canada District School Board

## About your instructor



**Maureen McKenna** is a dynamic and innovative facilitator, mentor, thinking partner and executive coach. She is the co-founder of Innovation Works. She has more than 20 years of experience in organizational development, change leadership consulting, executive coaching, training design and delivery. Maureen is an expert in strengths-based approaches to strategic planning, large-scale change, organization design, community consultations, customer loyalty, and employee engagement and is well respected by her clients for her ability to challenge their mental models, helping them to successfully reframe from traditional problem solving to focusing on their strengths.

She has taught Appreciative Inquiry since 2001, studying with Jane Magruder Watkins. Maureen is a Certified Management Consultant, a member of NTL (National Training Lab), a TAOS associate and a well respected practitioner within the international AI community.

*“Of all those that I have taught in AI courses around the globe, there is one colleague that stands out for her knowledge about AI and her amazing skill for imparting that knowledge and skill to others. Maureen McKenna is a master teacher of Appreciative Inquiry with experience of both teaching AI and using the AI process as a master consultant.”*

~ Jane Magruder Watkins, co-author of ‘Appreciative Inquiry: Change at the Speed of Imagination’

Maureen McKenna, Innovation Catalyst and Co-founder  
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Appreciative Inquiry | Strategic Planning and Implementation  
Operational and Interpersonal Challenge Management | Employee and Stakeholder Engagement  
Organizational Climate/Culture Change | Leadership, Team and Group Development  
Coaching and Action Learning | Professional Facilitation