

TECHNOLOGY COLLOQUIUM VIGNETTES

A vision for ERM

In this workshop, delegates were divided into four groups, each of which was invited to draft a vision for e-records management.

The workshop activities were conducted using draft tools (vignettes) developed by the Project. They are intended to provide scenarios related to ERM in various formats that will have a greater impact than more conventional documents or expositions.

The vignettes used were of three types—'fridge phrases', rich pictures, and narrative. (See Page 2 for some background information on the vignette types used in the session)

The delegate groups used the vignettes to develop and/or communicate their ideas.

Each group as a whole drafted a vision for ERM. The whole group used the 'Fridge Phrases' tool to develop the vision and / or to articulate it more fully.

They then went on to communicate the vision through rich pictures, narrative, or both.

The groups reported back their thoughts not only on the topic itself but also on the usefulness or otherwise of the vignettes as tools in this context.

AC+erm Team's notes from discussion

Value / usefulness of the tools:

- Fridge Phrases
 - Really good
 - Took a while—looked at words for a while and eventually it came together. Need more connectors.
 - Good that it was done collaboratively.
 - To come up with vision, needed to make up about half the words [one group]
 - Made up practically all the words except 'and' and 'or'! [another group]
- Story
 - Difficult, needed more time.
 - More constrained for story.

Any discussion of specific visions developed by groups is included in the document relating to the relevant group.

BACKGROUND INFORMATION FOR VIGNETTE DEVELOPMENT

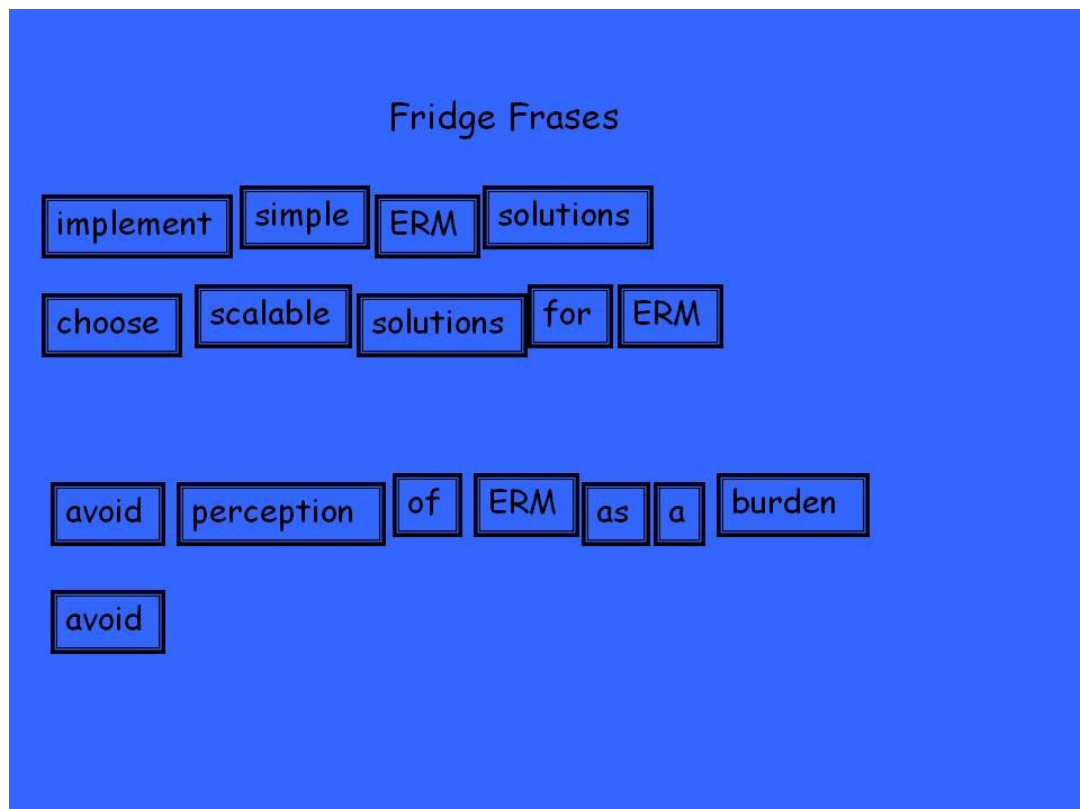
THE VIGNETTE — FRIDGE PHRASES

Fridge Phrases (or Fridge Frases) is a set of ‘fridge magnets’ containing selected words and phrases from our synthesis of the data collected during the Delphi studies.

The concept of Fridge Phrases is that the magnets containing the words/phrases are simply selected and placed on a ‘receptive’ magnetic medium to create sentences (see diagram below). A potential alternative would be *electronic* Fridge Phrases which are dragged and dropped either individually or as a group in virtual space (i.e. anyplace).

Fridge Phrases can be used in a variety of situations by different stakeholders; for example as an ice-breaker; in training/awareness sessions; to engage users. Specific uses might include:

- introducing ERM at an induction event
- introducing policy/programme/system implementation
- finding out user needs/benefits/preferences
- getting views from people about good/bad situations/systems
- getting feedback/evaluation.



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STORIES

“Powerful stories are ‘cultural DNA’, affecting us in ways both perceptible and opaque. Every culture -- whether it’s a business, an institution, a family, or a nation -- is constructed by the stories it tells. Stories matter...” Narrative Lab

“storytelling is one of the most important ways--though not the only way--to get people to change their ideas and their behavior, not grudgingly and slowly, but quickly, willingly and enthusiastically” Steve Denning

“Anecdote trains and coaches leaders to be better storytellers to influence, persuade and communicate more effectively, and to provide a coherent path when times are turbulent.”
Anecdote

“An anecdote circle is a gathering (physical or virtual) whose purpose is to generate and collect anecdotes about some issue or topic. Usually the anecdotes gathered will be used later in some sort of sense-making, and they may be placed in a narrative database for sense-making and as a knowledge repository.” Cognitive Edge

Some sources for further information:

Anecdote <http://www.anecdote.com.au>

Cognitive Edge and David Snowden <http://www.cognitive-edge.com/>

Steve Denning <http://kmedge.org/int/stevedenning.html>

Kathy Hansen’s Blog ‘A storied career’ <http://www.astoriedcareer.com/>

Narrate <http://www.narrate.co.uk>

Narrative Lab <http://www.narrativelab.com>

Simmons A. (2006). *The story factor. Secrets of influence from the art of storytelling*. Revised edition. Basic Books

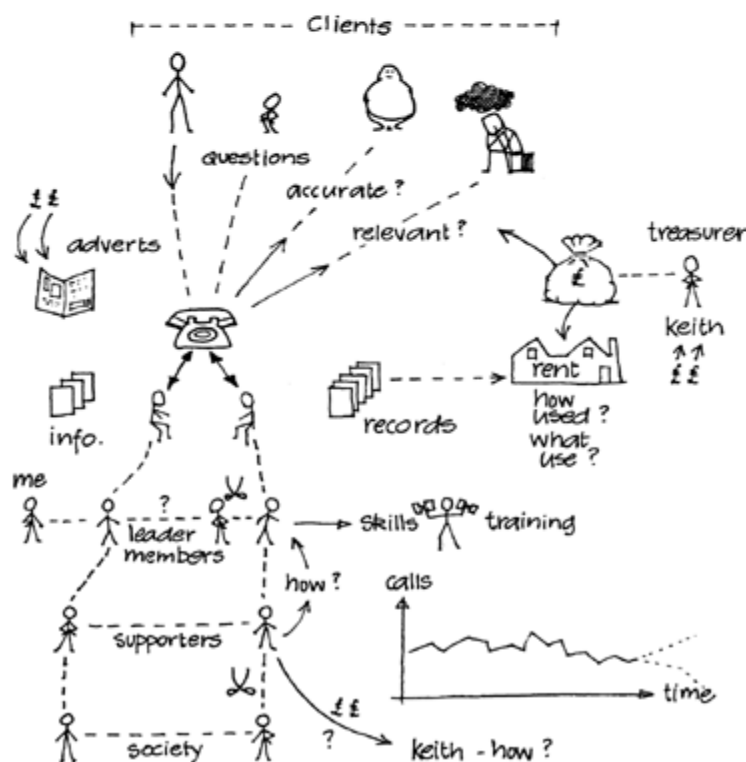
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Rich pictures

Purpose

Rich pictures were particularly developed as part of Peter Checkland's Soft Systems Methodology for gathering information about a complex situation (Checkland, 1981; Checkland and Scholes, 1990). The idea of using drawings or pictures to think about issues is common to several problem solving or creative thinking methods (including therapy) because our intuitive consciousness communicates more easily in impressions and symbols than in words. Drawings can both *evoke* and *record* insight into a situation, and different visualization techniques such as visual brainstorming, imagery manipulation and creative dreaming have been developed emphasizing one of these two purposes over the other (Garfield, 1976; McKim, 1980; Shone, 1984; Parker, 1990).



Part of a rich picture of a telephone helpline situation

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<http://systems.open.ac.uk/materials/t552/pages/rich/richAppendix.html>