

AN INTRODUCTION TO SENSEMAKER® APPLICATIONS

Tony Quinlan
Chief Storyteller
Narrate

The science behind narrative research

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- Expert interpretation is good place to start, but pitfalls
- Meaning is not in the content



**“Red shirt” is an assessment
of life expectancy, not a
statement about fashion**





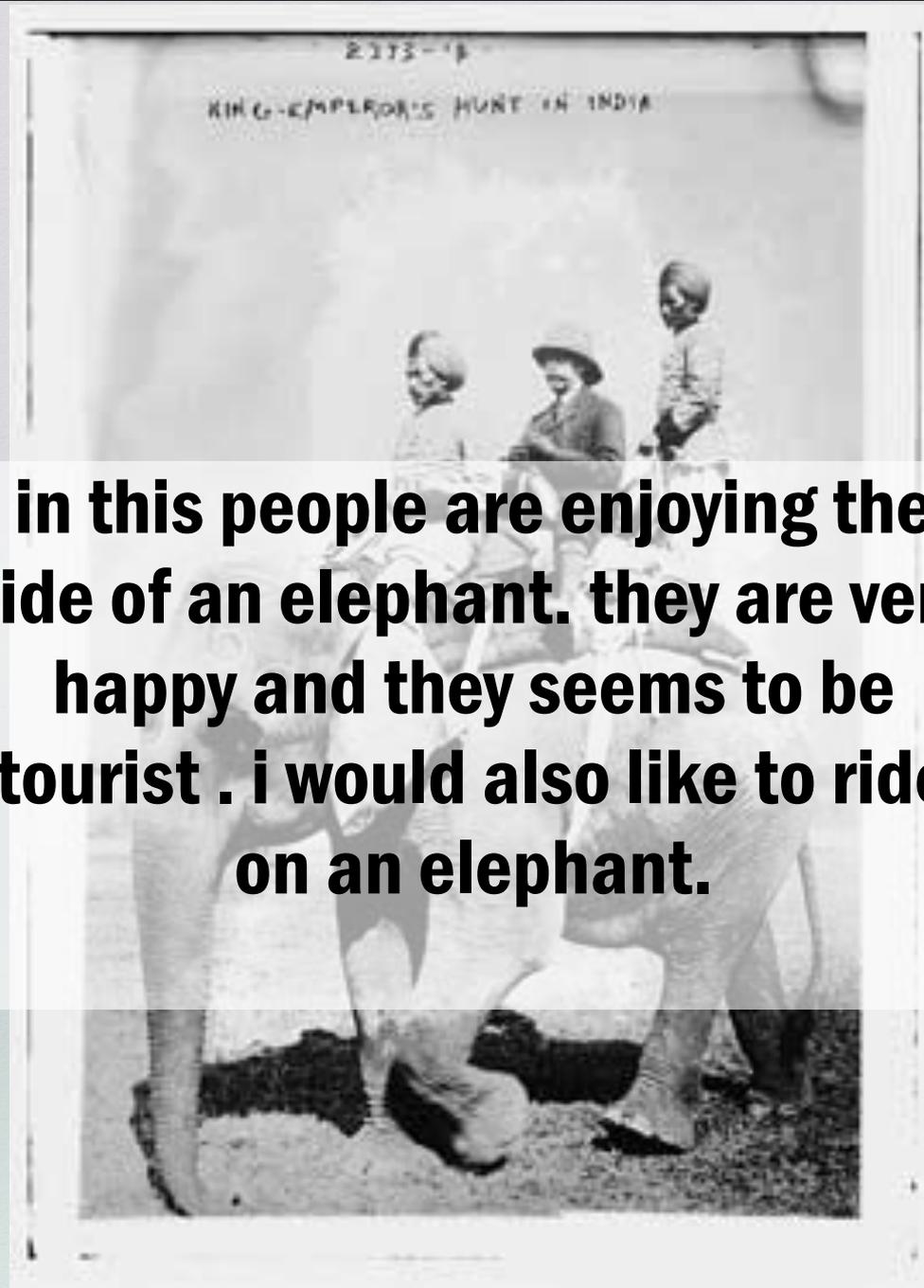
A red Flymo lawnmower is shown from a three-quarter front view. The mower has a bright red plastic body, a grey seat, and black handlebars. The brand name 'Flymo' is visible on the side of the red housing. The mower is set against a plain white background.

"Dad's mowing the lawn"

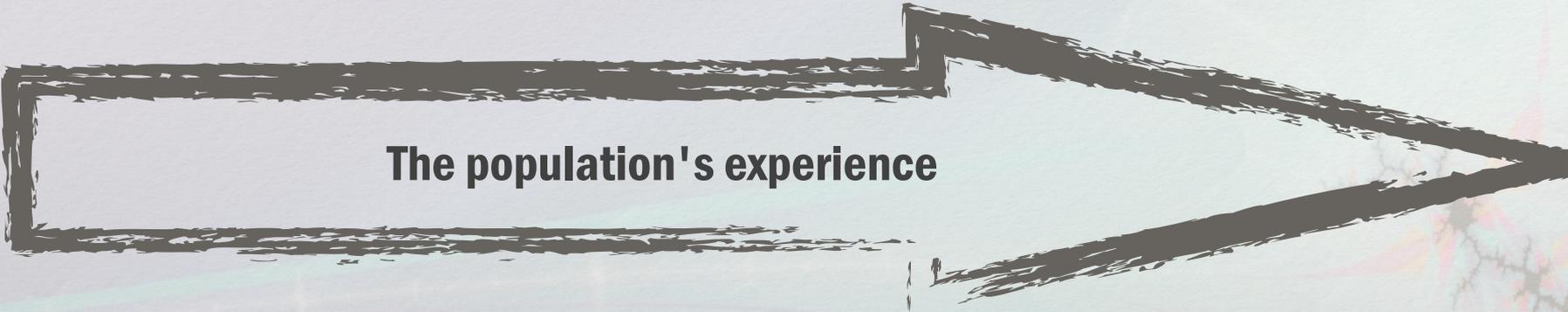
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KING-EMPEROR'S HUNT IN INDIA



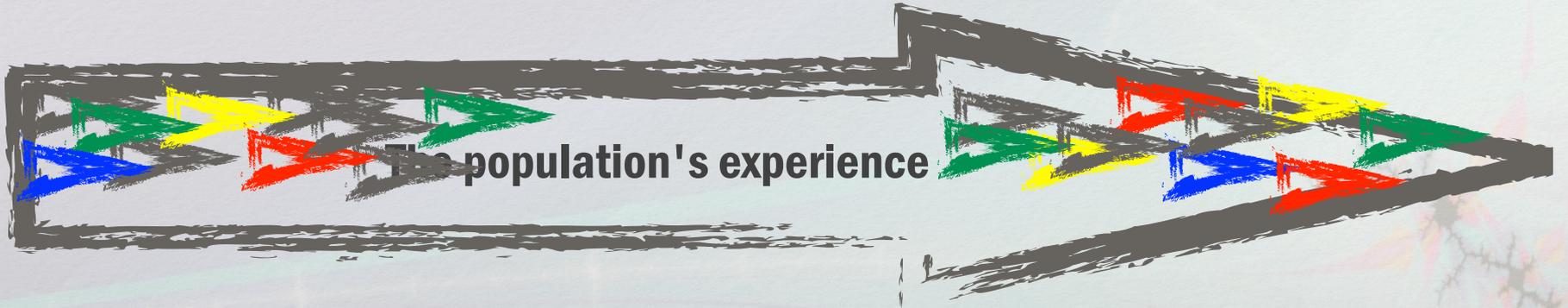


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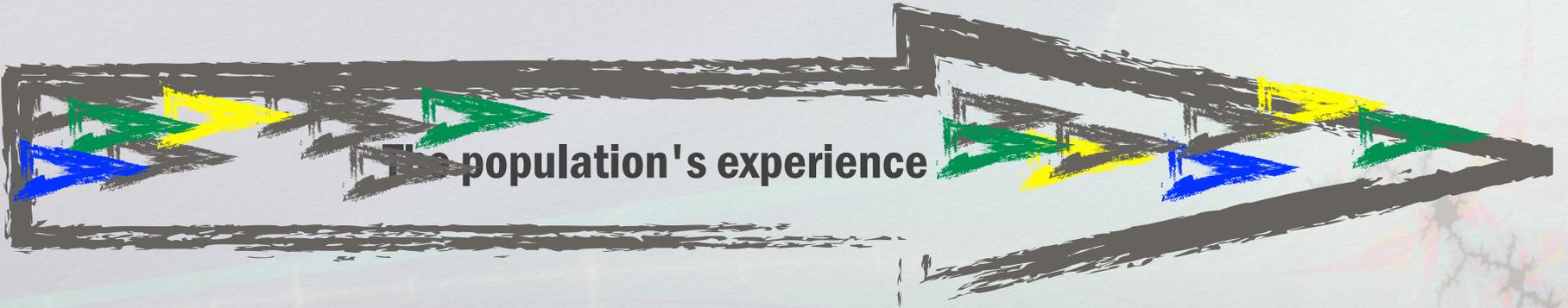


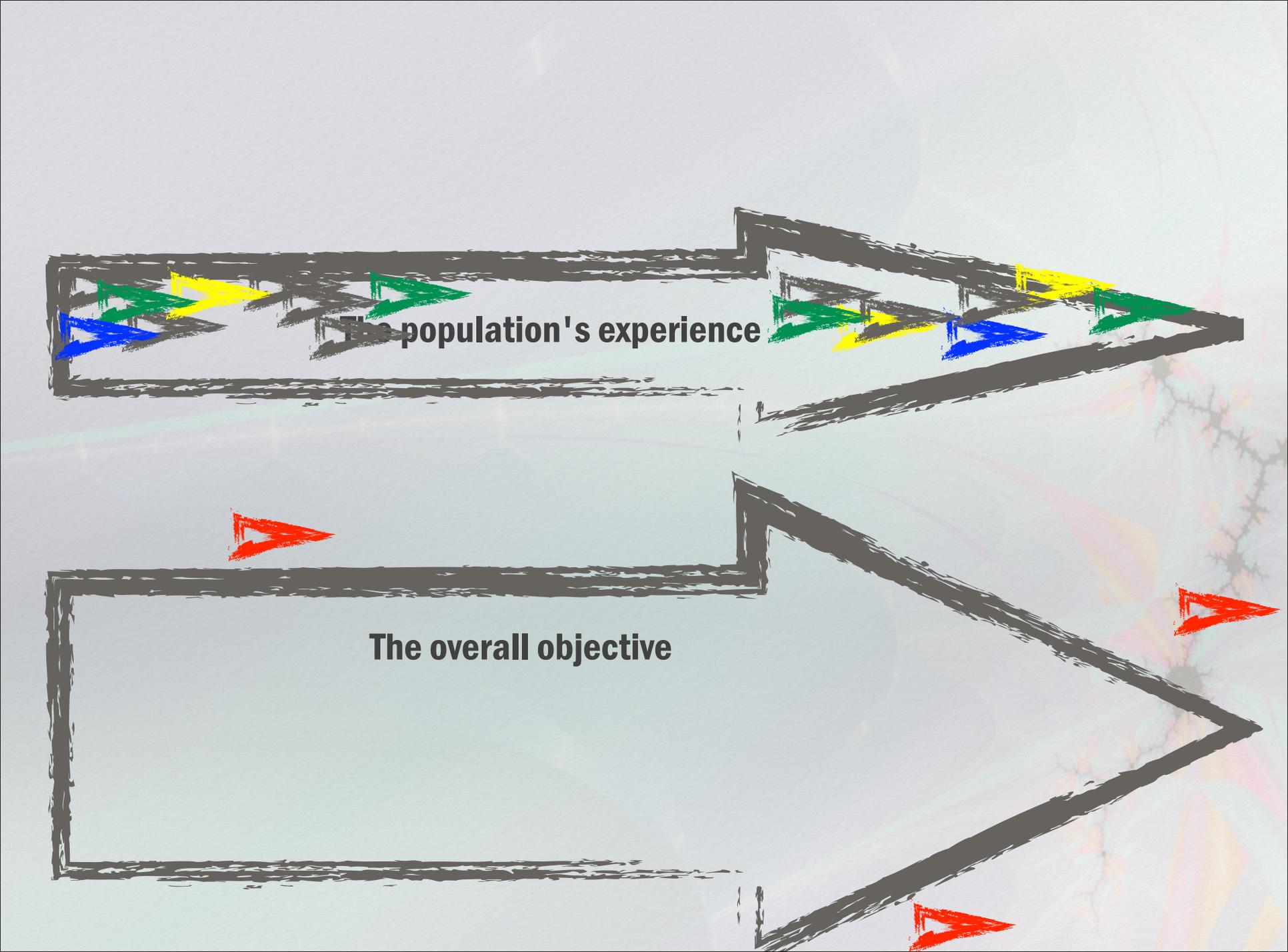
The population's experience

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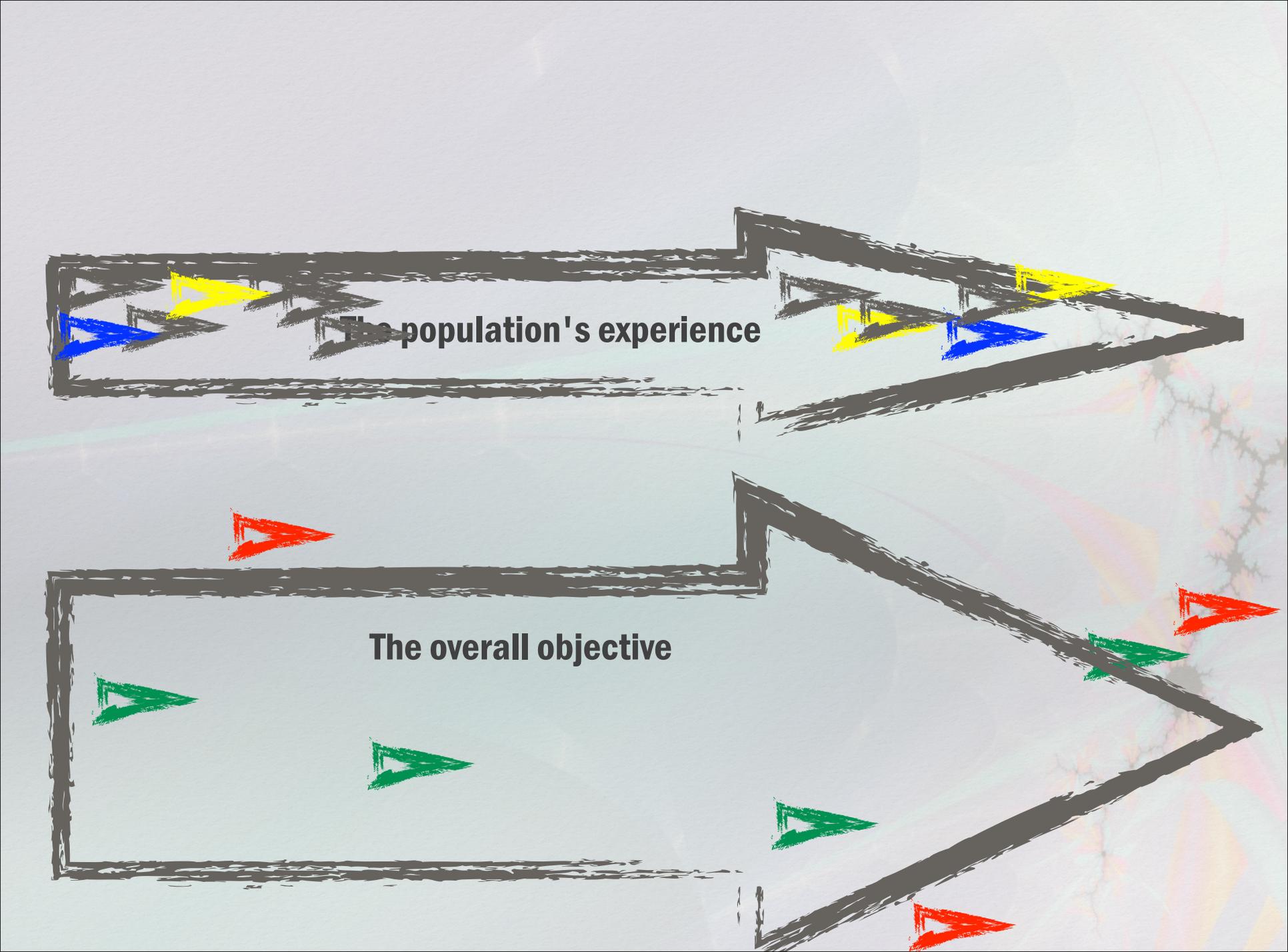
The population's experience





The population's experience

The overall objective



The population's experience

The overall objective

The population's experience

The overall objective

Benefits

Law and order

Transport

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- **Patterns to see fixed and movable points in belief systems**
 - Emergent patterns, not predicted ones
- **Facts don't beat narratives**
- **No hard and fast way to approach things**
 - **Probe, Sense, Respond**

THREE STAGES

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- **Collect stories**

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- **Use patterns and narratives to design safe-fail activities**
 - including monitoring disparate projects using SenseMaker®

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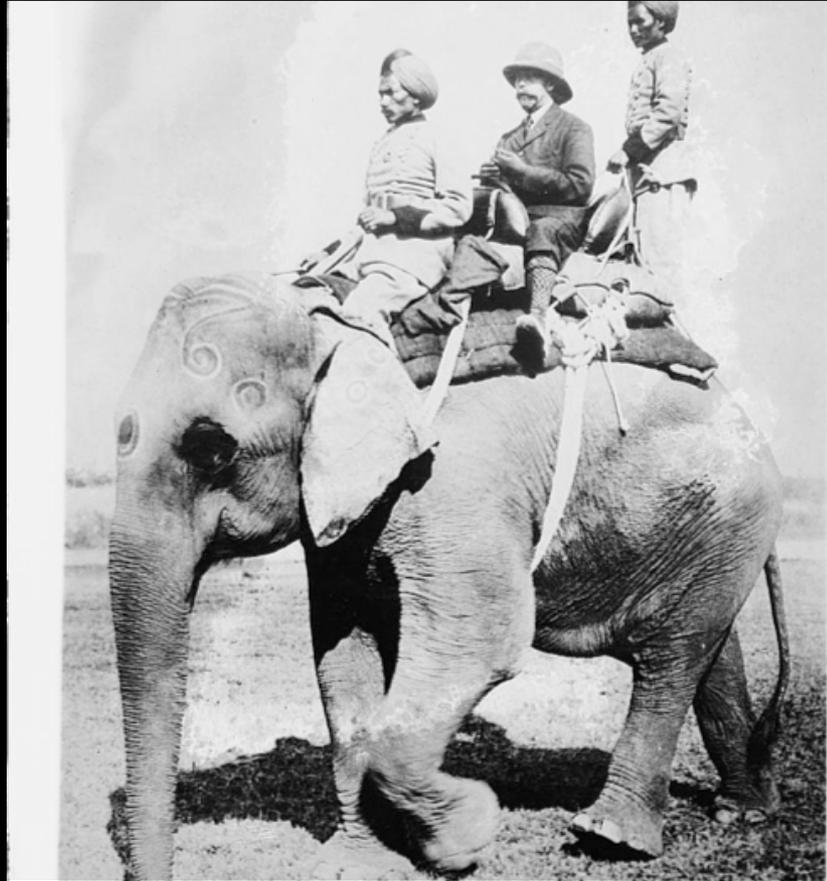
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- **Which of the following three pictures strikes you?**
- **Think of the story/fragment that the picture makes you think of**
- **Make a couple of notes of the story**
- **Then, thinking of that story, fill in the first few triangles**





VOGUE

PARIS

Août
N° 839

Fantasma
nos années 80

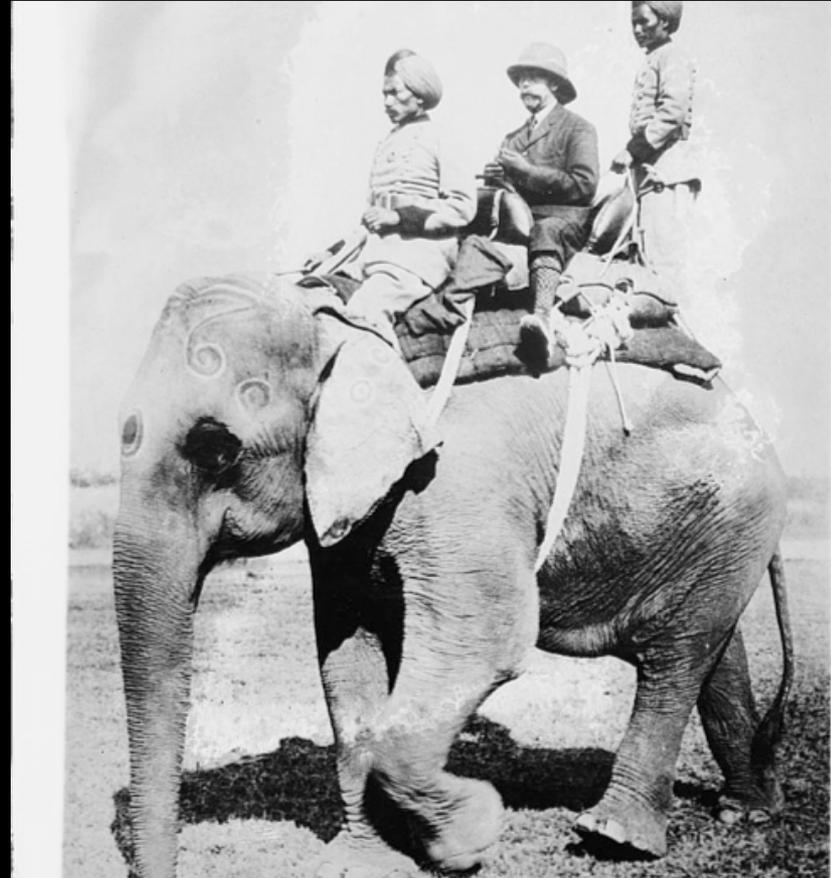
Mode:
tout est permis
*du 95c fatal
au nu intégral*

Paradis
en Toscane

Message
sexuel
*par Stephen
Vizinczey*

Marceau,
la vérité.

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VOGUE

PARIS

Avril
N° 839

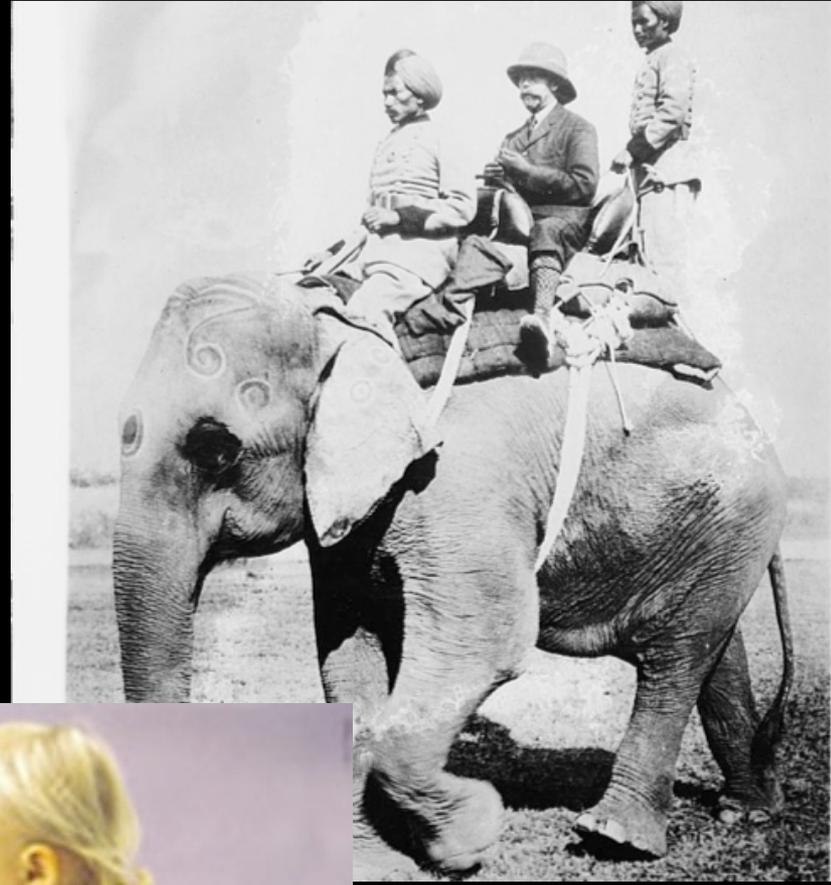
Fantasme
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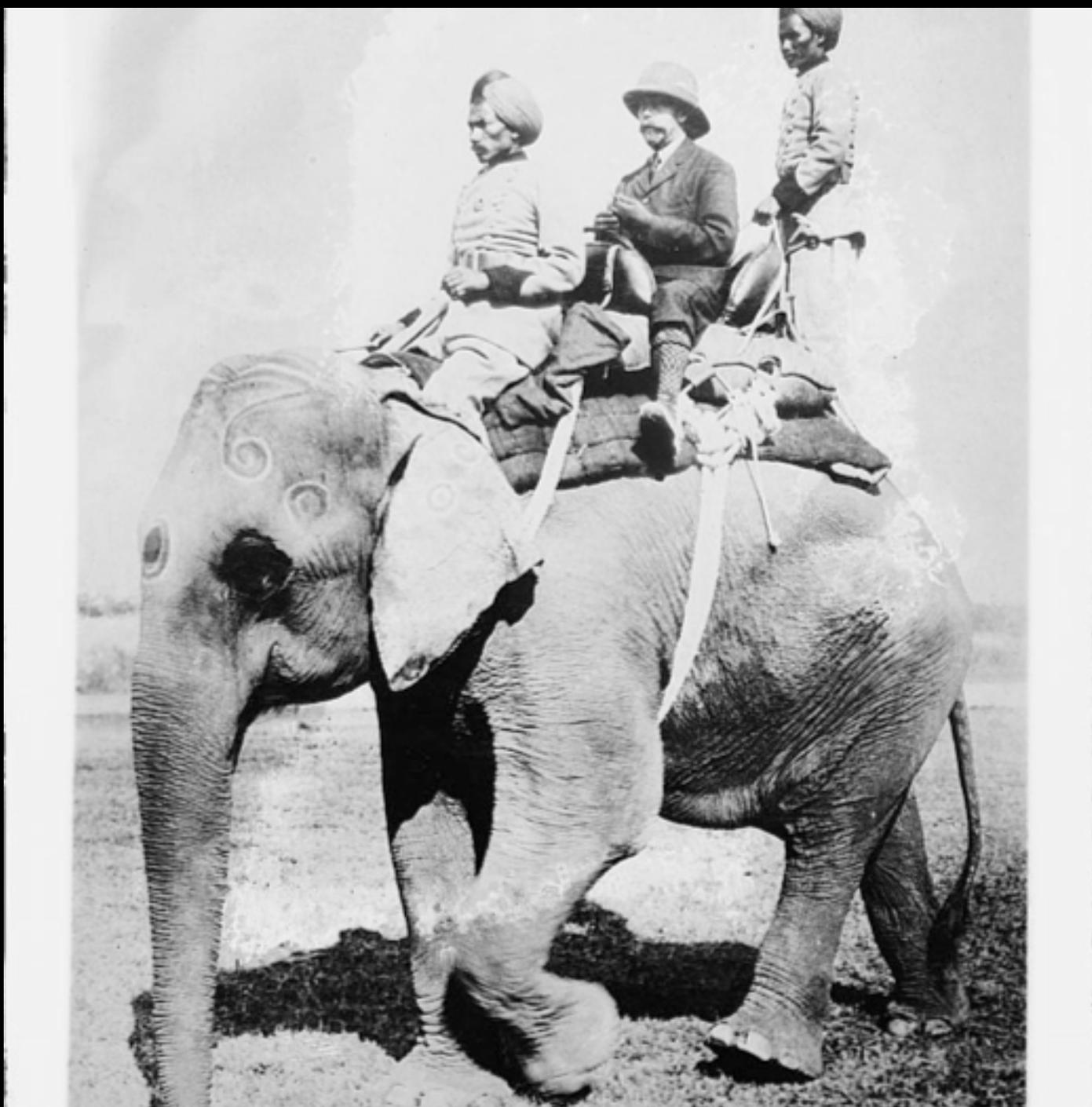
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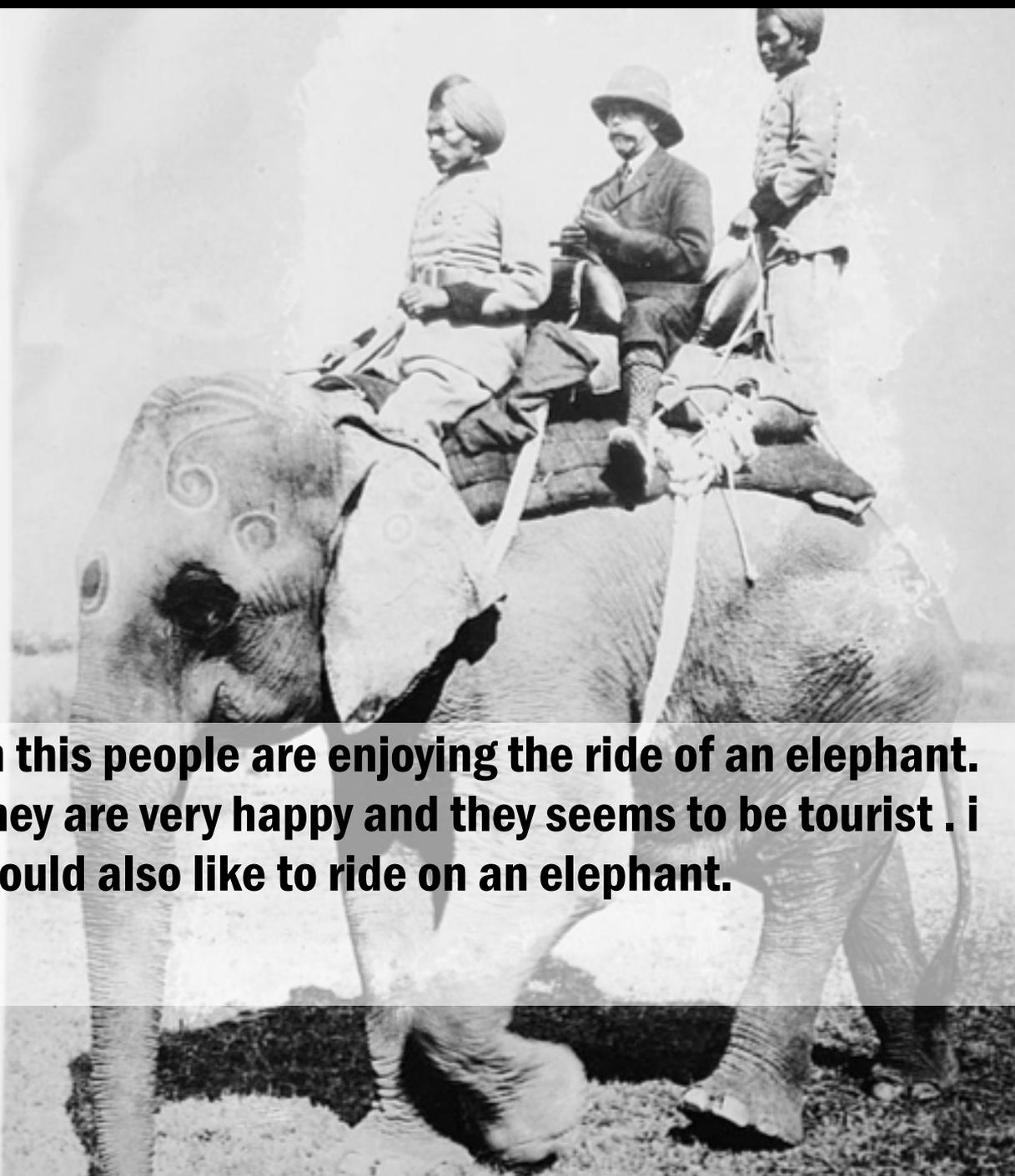
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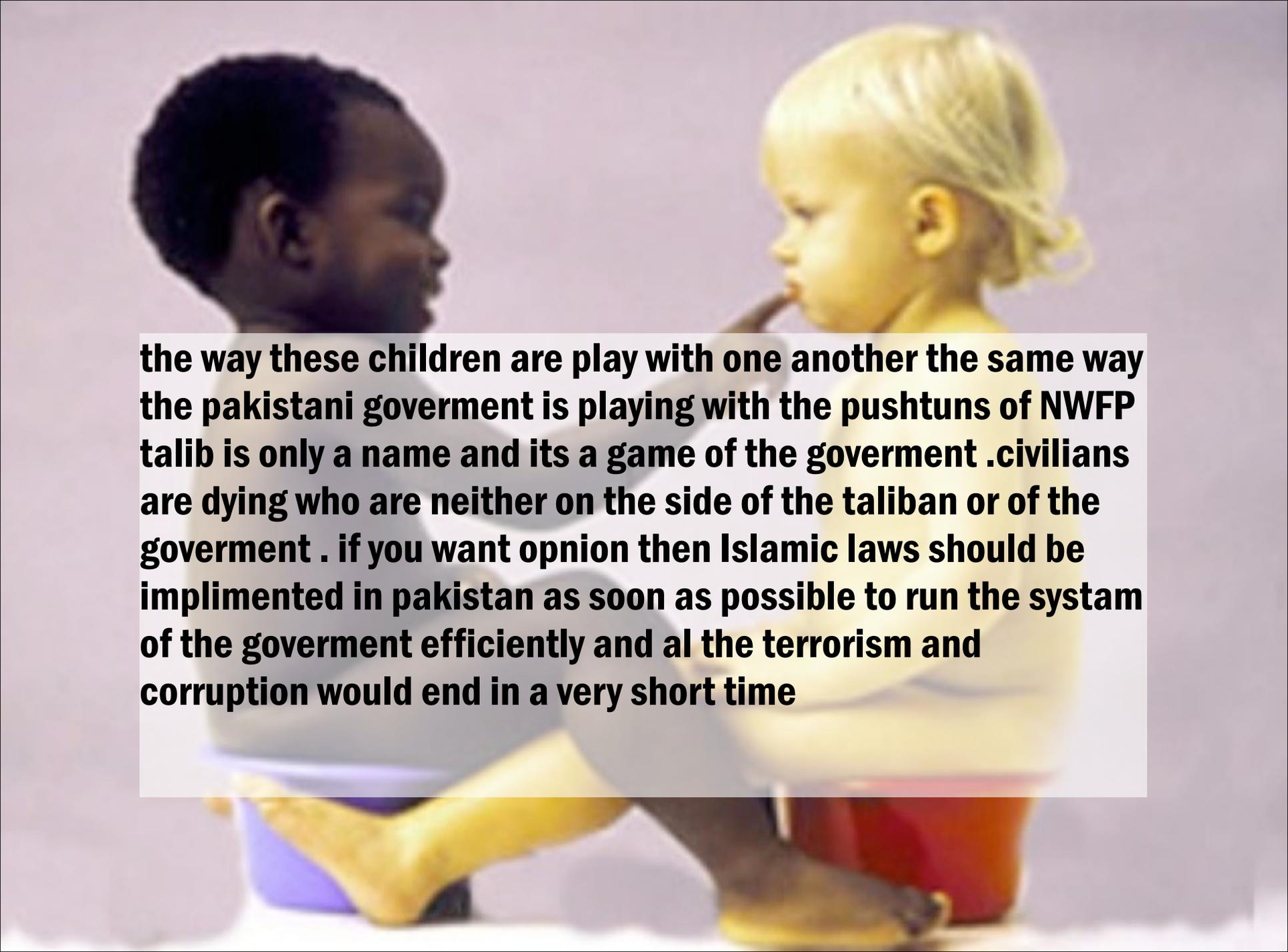






in this people are enjoying the ride of an elephant. they are very happy and they seems to be tourist . i would also like to ride on an elephant.



A photograph of two young children sitting on the floor, facing each other. The child on the left is Black, and the child on the right is white. They appear to be playing with colorful blocks. The image is slightly blurred, focusing on the interaction between the two children.

the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should be implimented in pakistan as soon as possible to run the system of the goverment efficiently and al the terrorism and corruption would end in a very short time

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this is a girl she is smoking a cigarette and she is in jeans and shirt that's not a good dress for women she seems to be a corrupt woman

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Barcode



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this pic shows us a young girl smoking which can be the result of bad gathering or frustration



this is a girl she is smoking a cigerate and she is in jeans and shirt thats not a good dress for women she seems to be a corrupt woman

this pic shows us a young girl smoking which can be the result of bad gathering or frustration

this girl in the picture is very prety i would like to marry a girl like this

WHATEVER MAKES SENSE

Braveness of army

"Army is the foundation of any country. Army save the country from enemies. The army of Pakistan is very brave. They are fighting against Taliban in Swat and its other parts. They get many successes against Taliban and other enemies who want to destabilize Pakistan. But our army is very great who are saving Pakistan from these enemies. At least 200 army officers got Martyrdom for Pakistan."

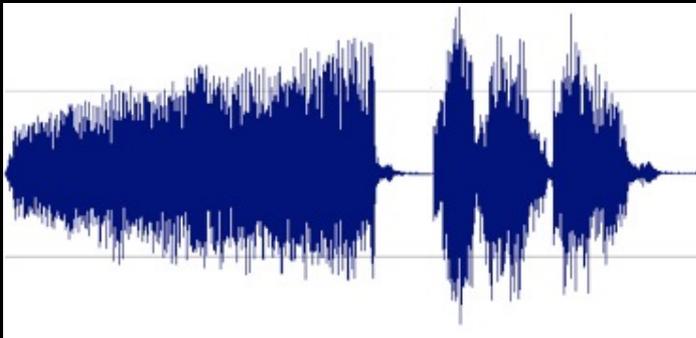
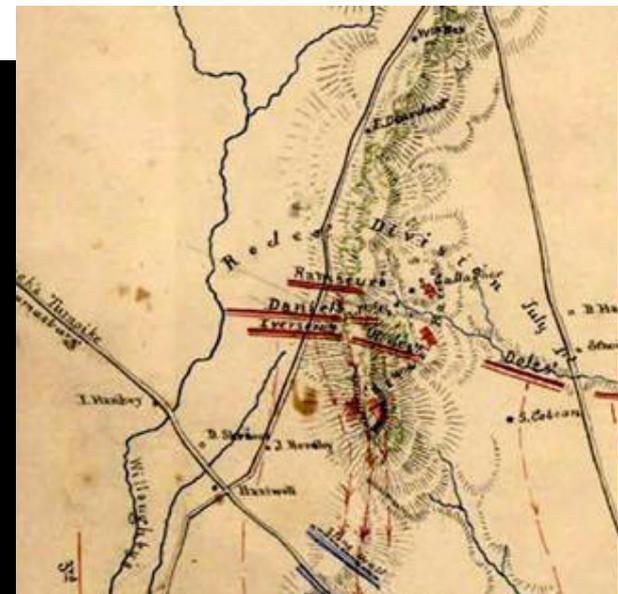
16-17/ Male/ Rawalpindi/ Sunni Muslim/ United Nations

"The moment I realized my race

I opened my eyes in this orphanage since I was born. I was waiting for an angel to come and take me as their child. Whenever a couple use to visit this place they took some one else and my eyes kept on waiting till today. But some thing strange happened today I was sitting with my only friend left and a couple came they my eyes started to glitter with hope. But again my fait disappointed me and the only question I was left with was that why? Always it happens to me and suddenly my eyes went over the mirror on the side wall and the only answer I got was that my friend was a white and I was a black, he belonged to a superior race."



lren on potties







Asian Community Care Services
Elders Day Care Centre

ANALYSIS

- **Meaning-full**
- **Emergent (therefore potentially more representative)**
- **Spot weak signals (opportunities for change)**
- **“impact measure”**
- **Easy to decide what to do next**



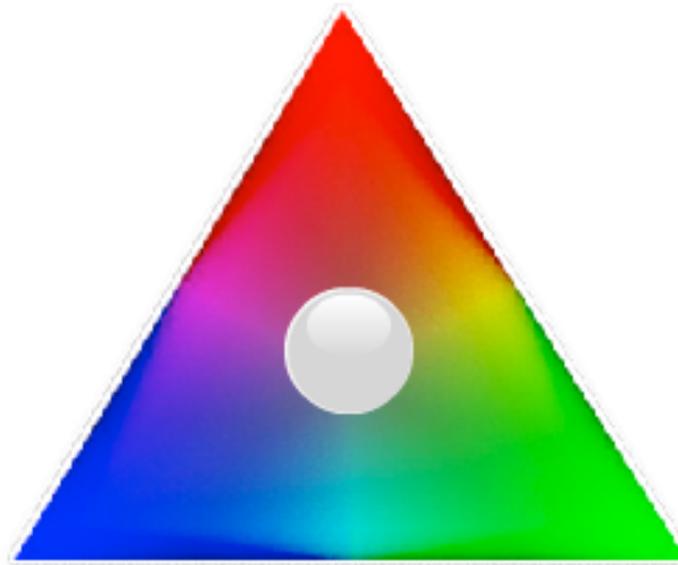


Celebración de la Independencia

Un aniversario más de nuestra independencia se celebró este año, lleno de controversia por la inseguridad que está pasando en nuestro país, como me gustaría que todo volviera a ser como antes solía ser, cuando todo estaba mucho más tranquilo, ahora nuestros hijos tendrán inseguridad a futuro.

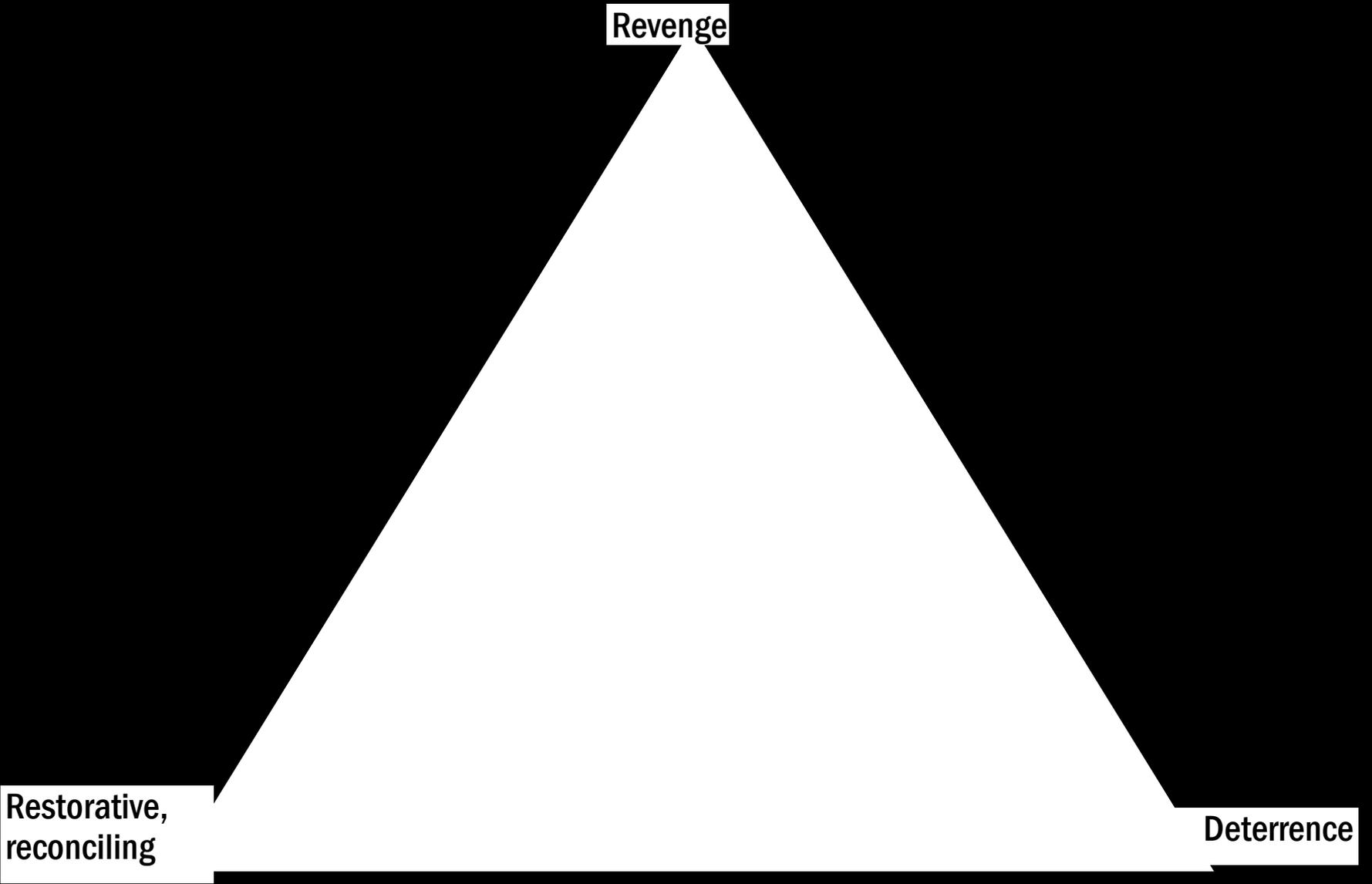
What type of justice is shown in your story?

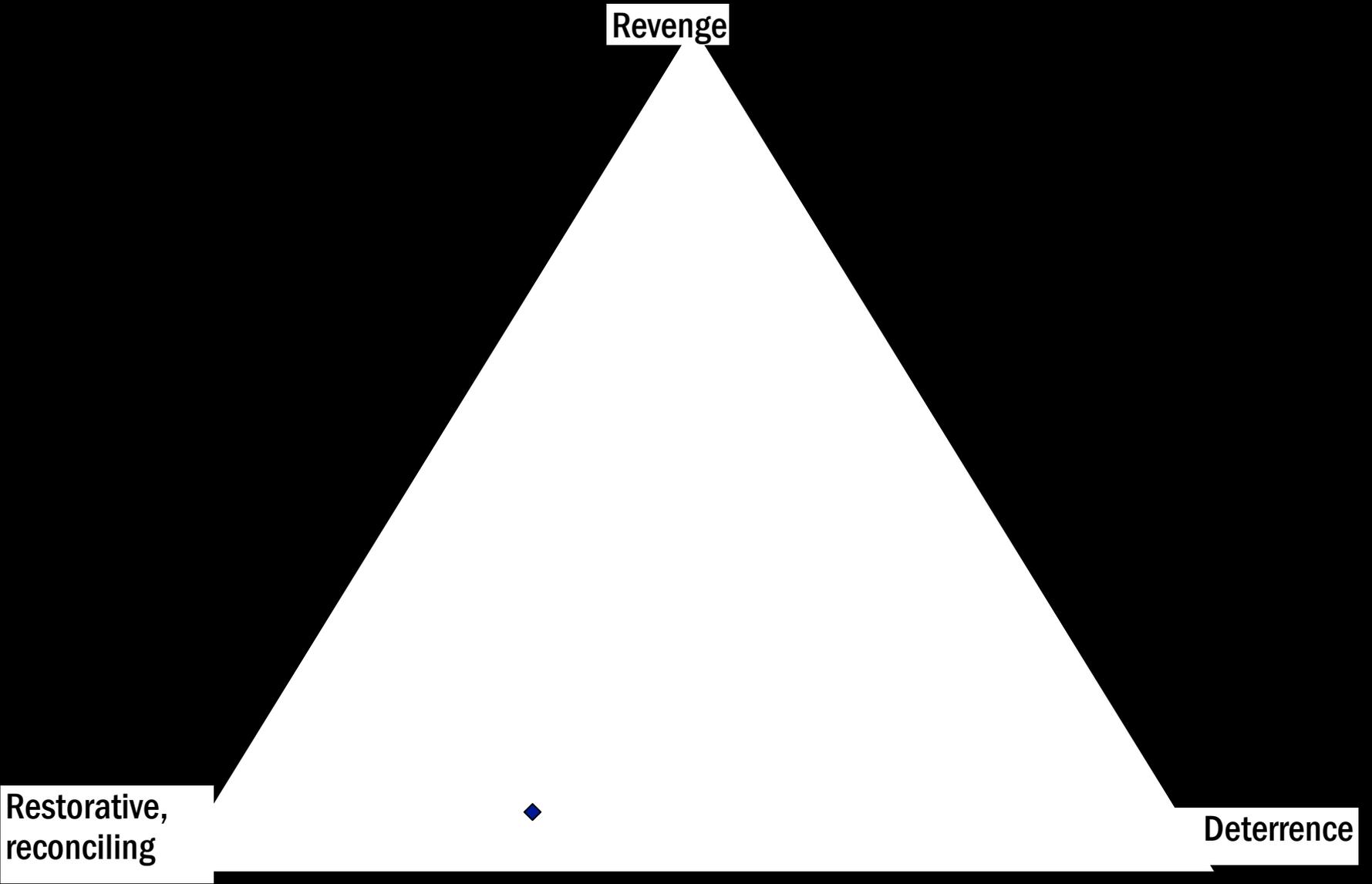
Get your own back, revenge

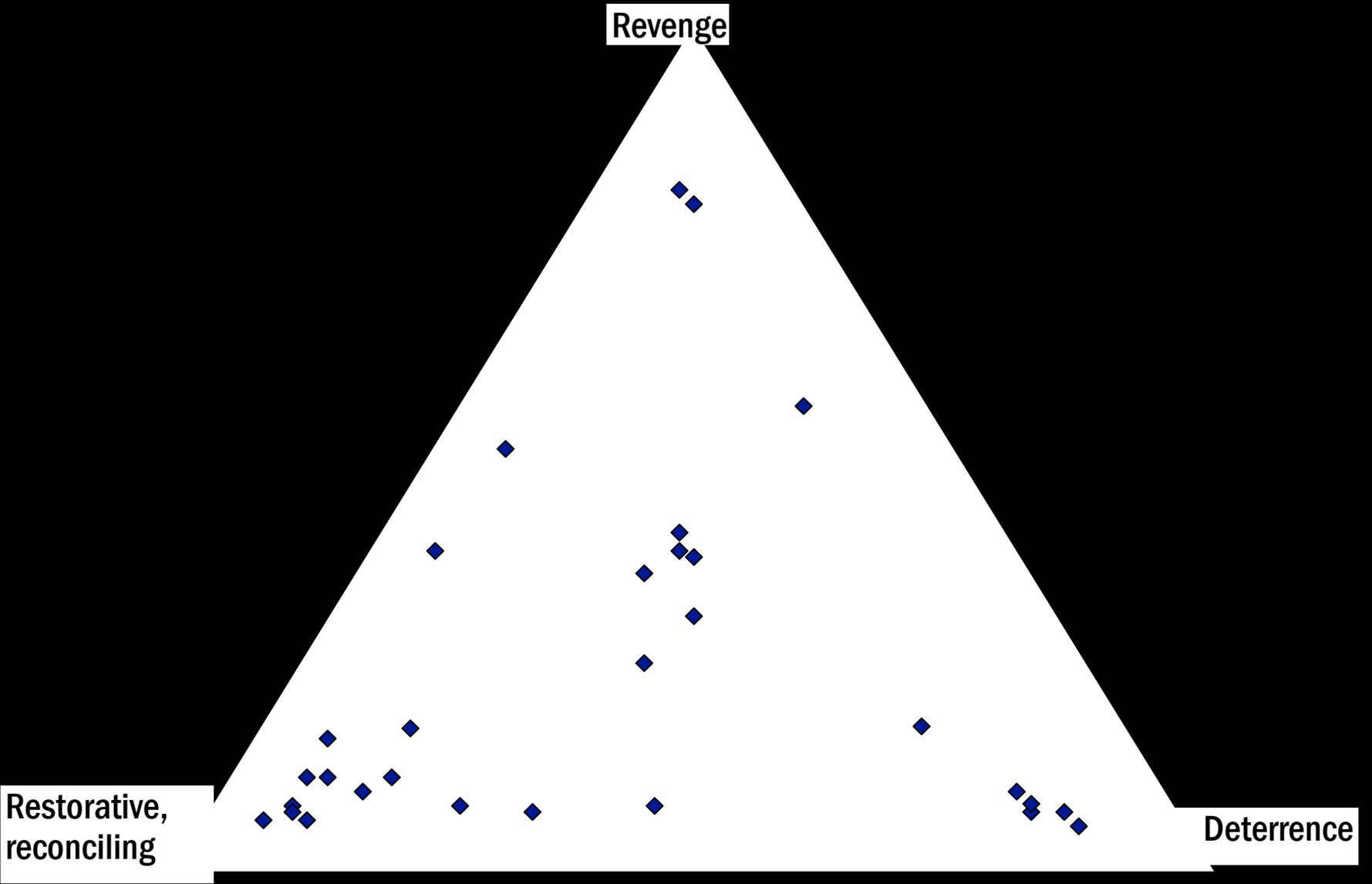


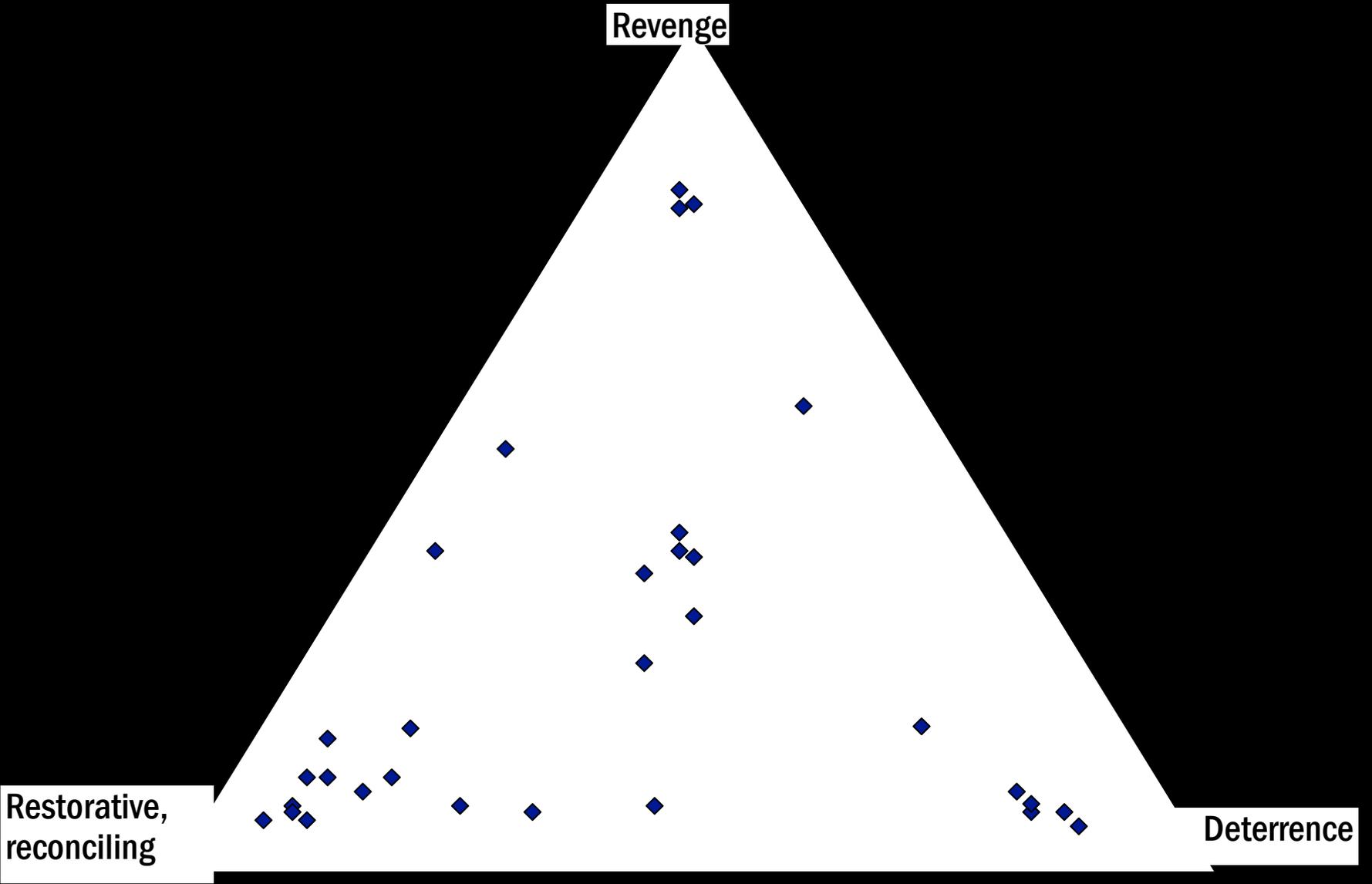
Restorative, reconciling

Deterrence, stop other
people doing the same



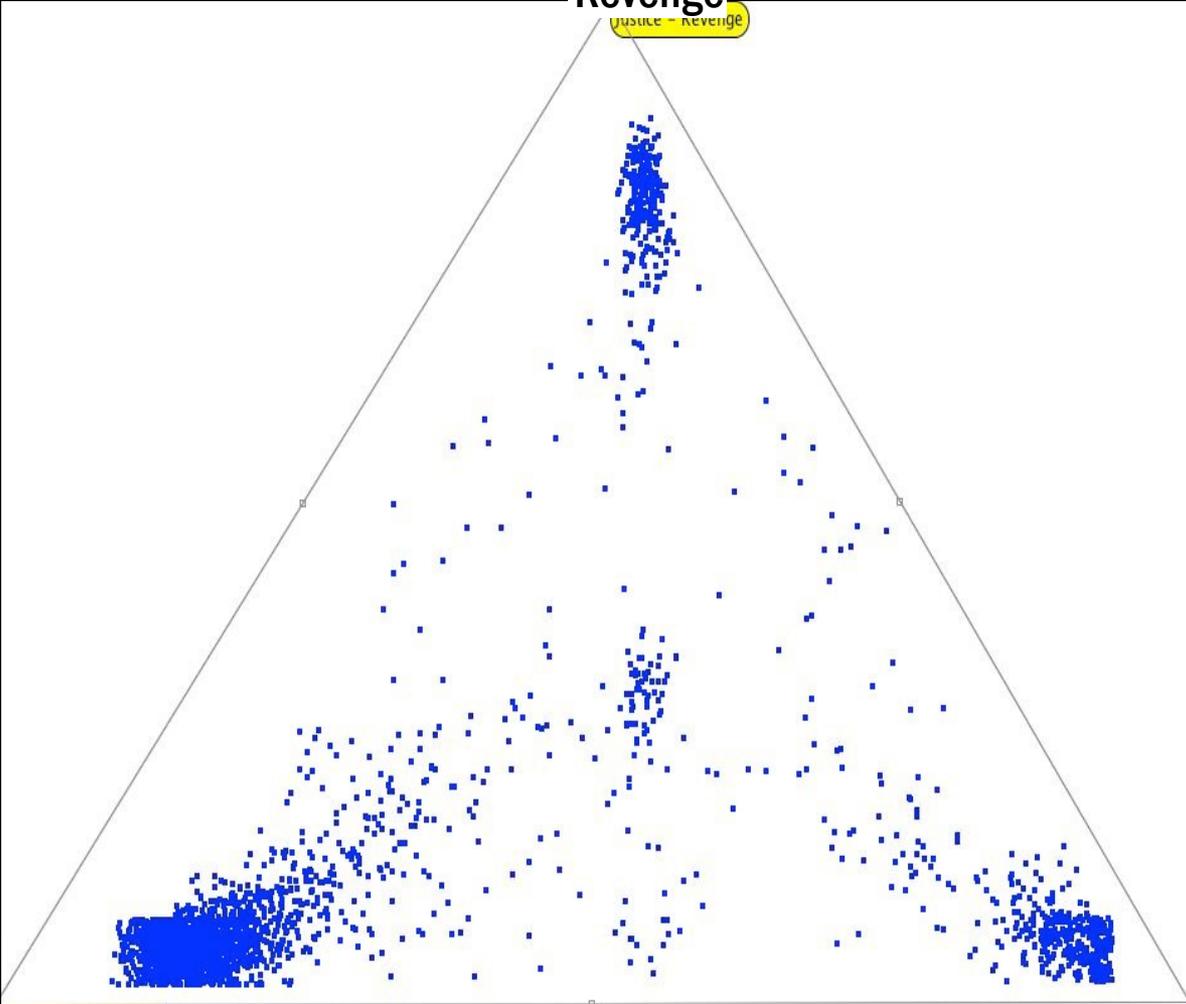






Revenge

justice - revenge



Restorative,
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Deterrence

Revenge

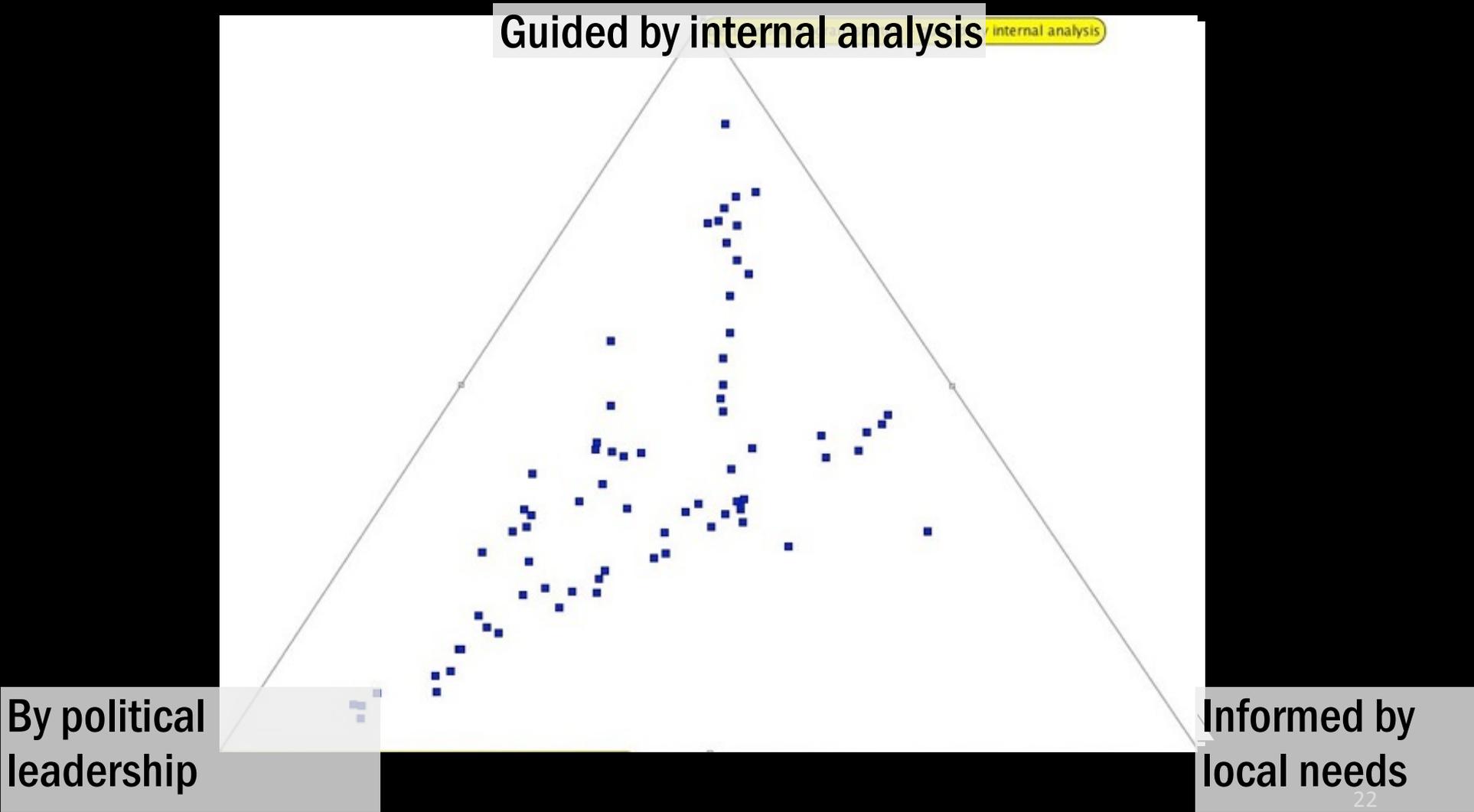
justice - revenge

2371 stories

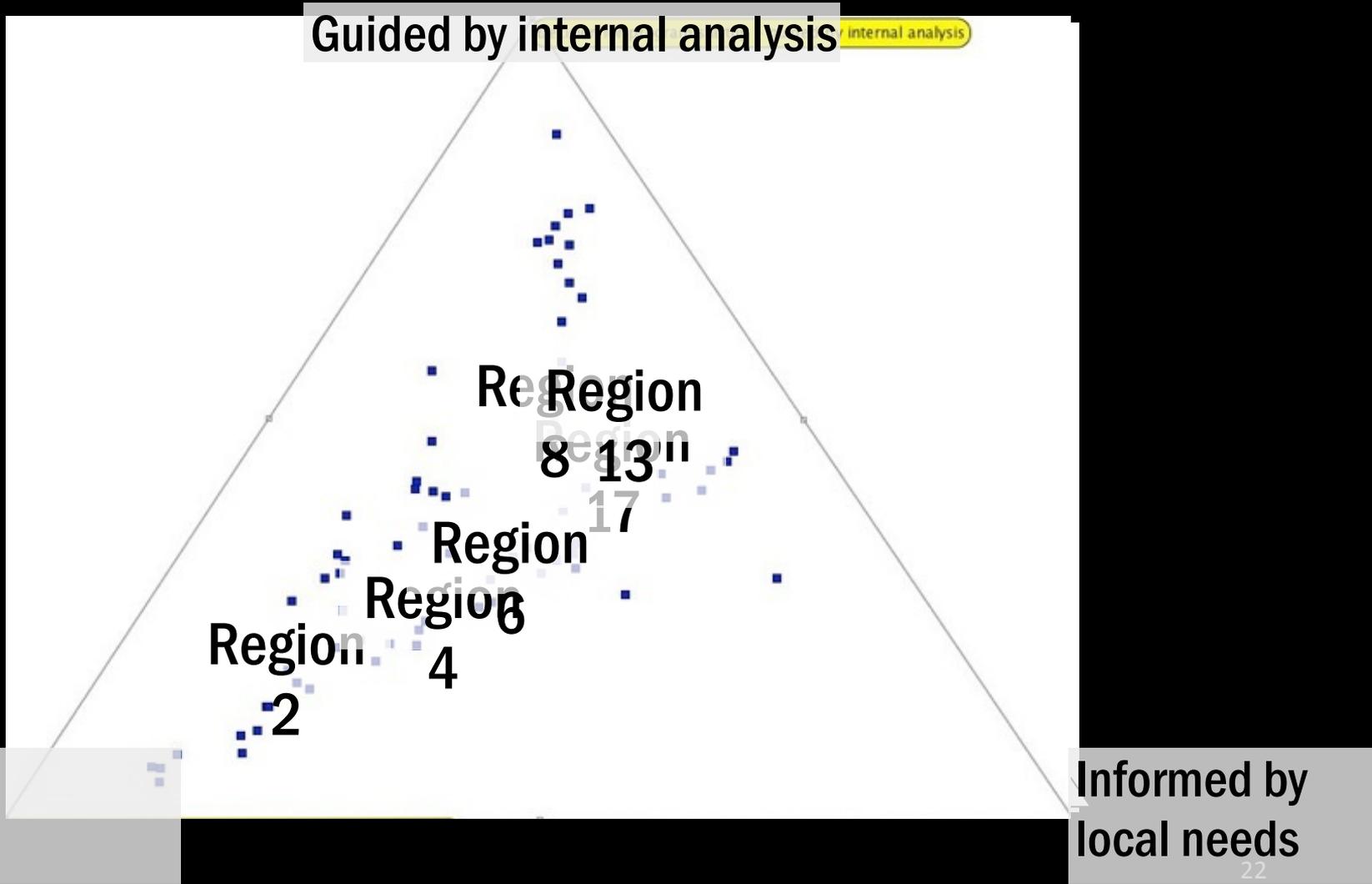
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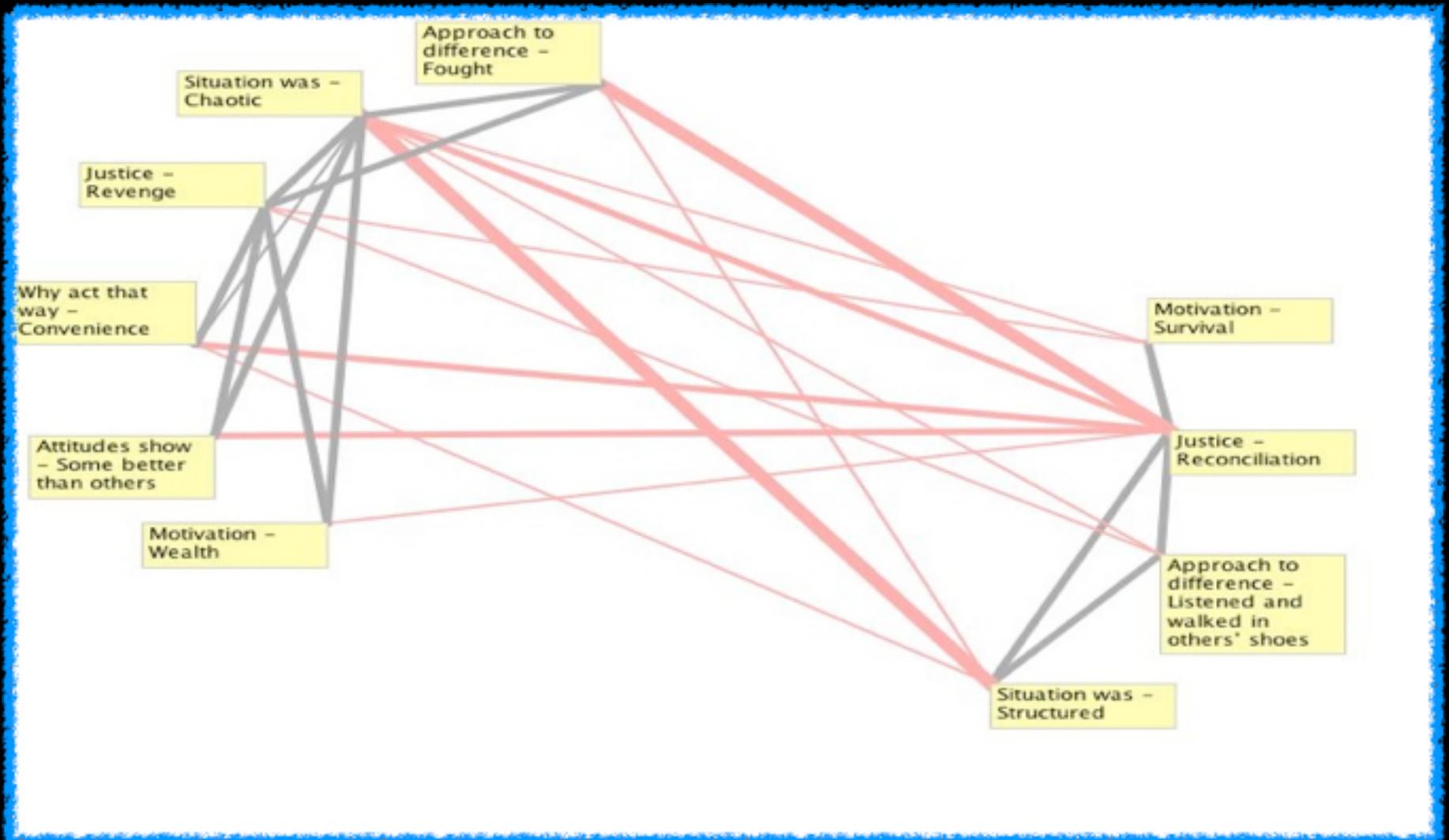
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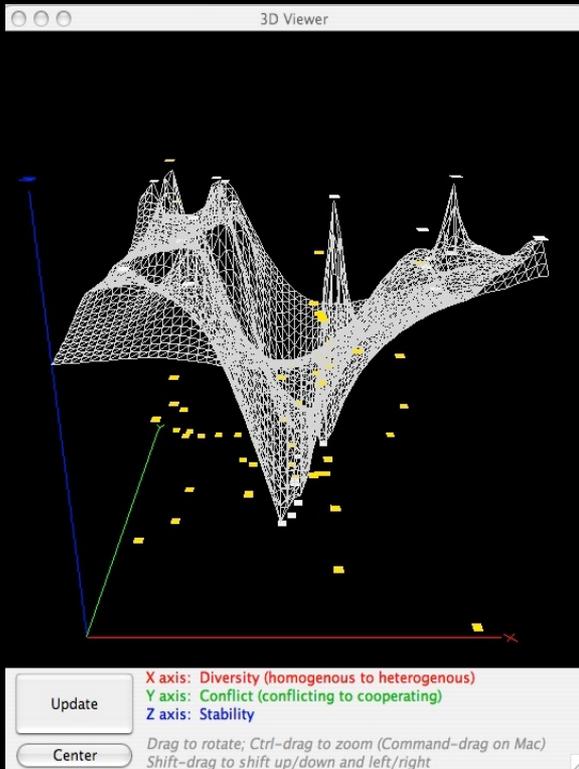


LINKED CONCEPTS

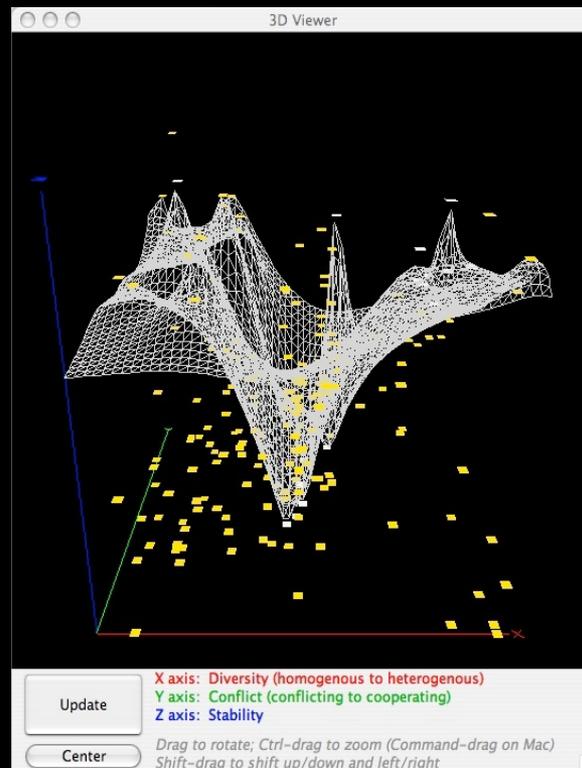
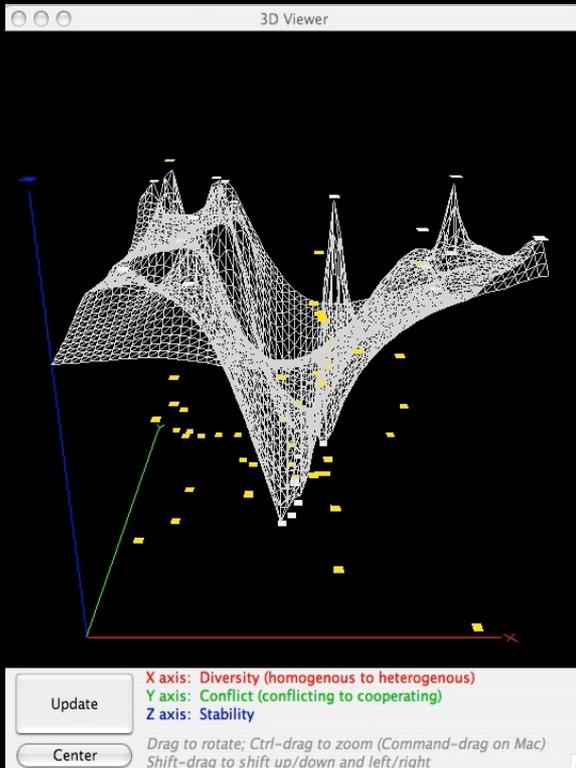


MAPPING DISPOSITIONS

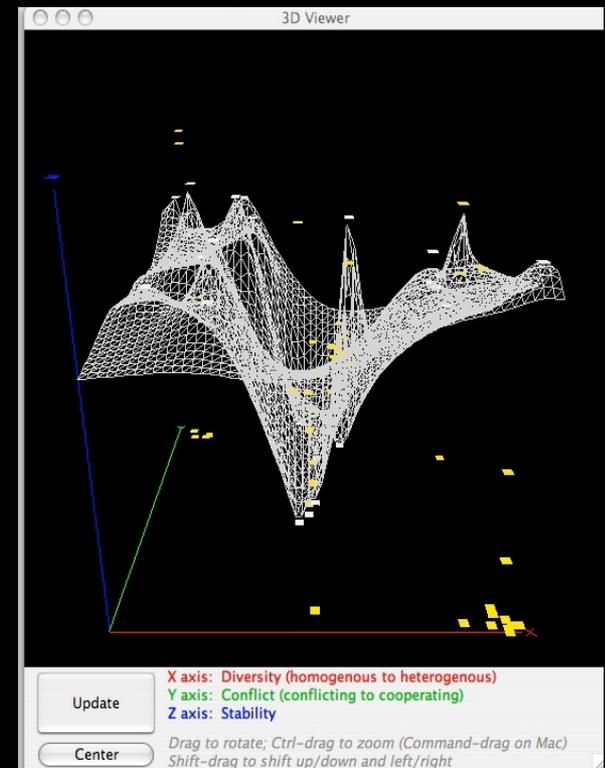
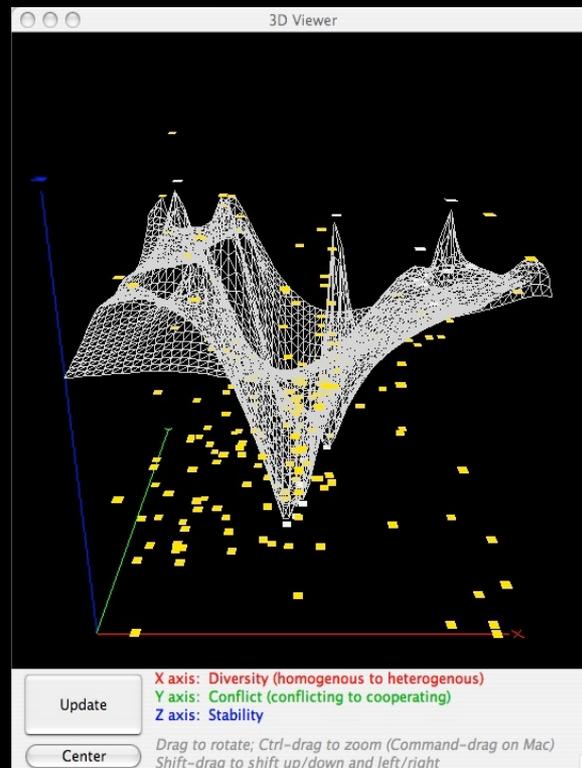
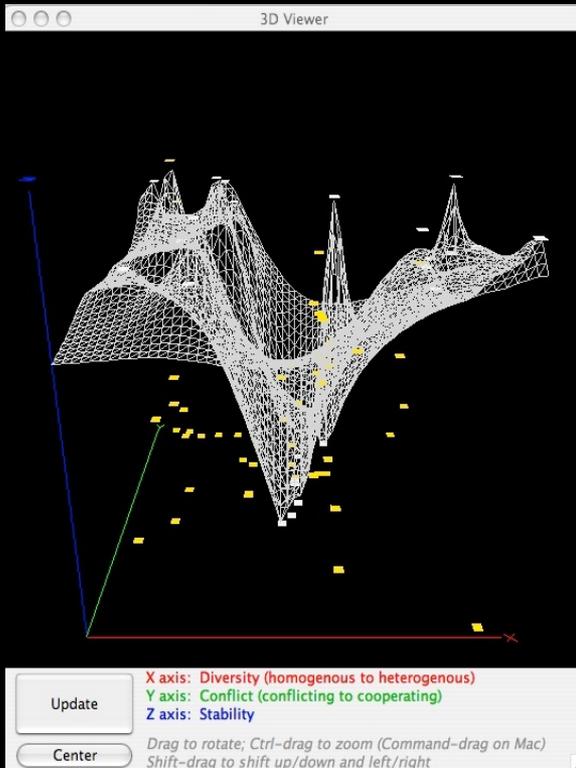
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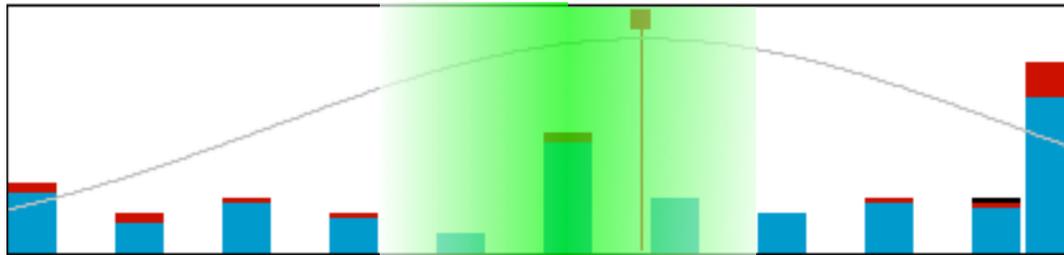


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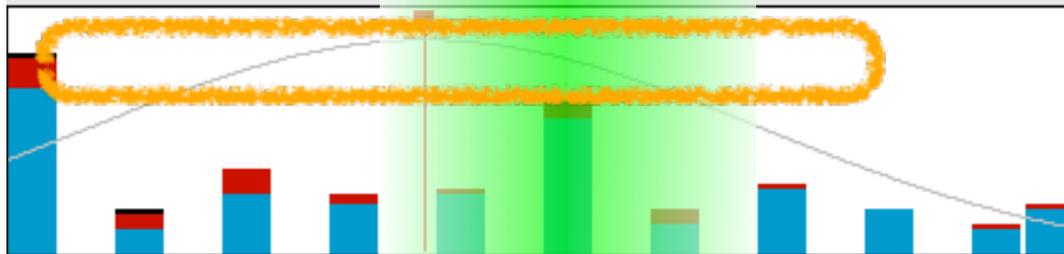
LIVERPOOL MUSEUM IMPACT MEASUREMENT

Staff patronise
children



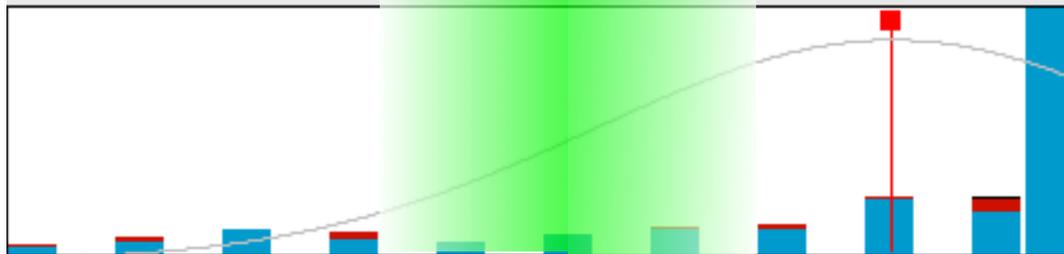
Staff are too
child like &
pathetic

Too much to
see and its
overwhelming



Not enough to
keep me
interested

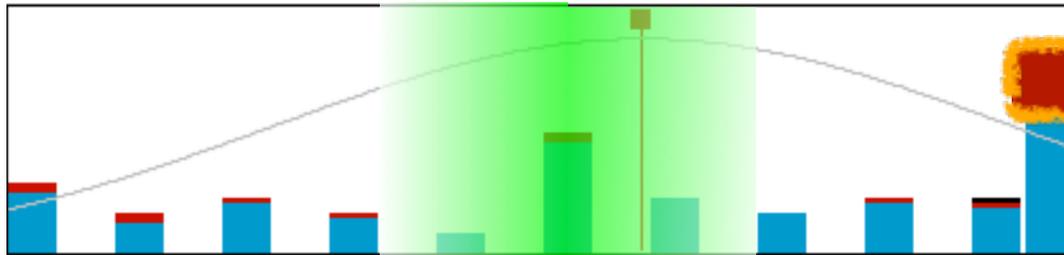
Rushed from
place to place
missed things



Too much time
in one place

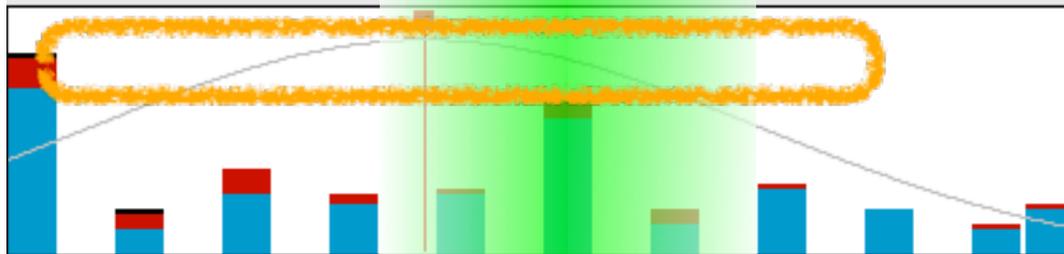
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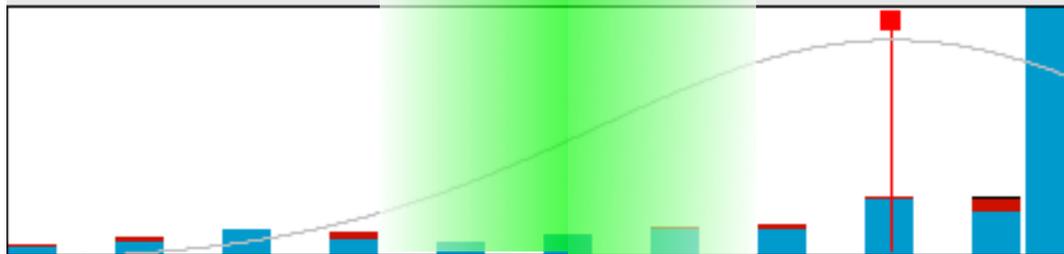
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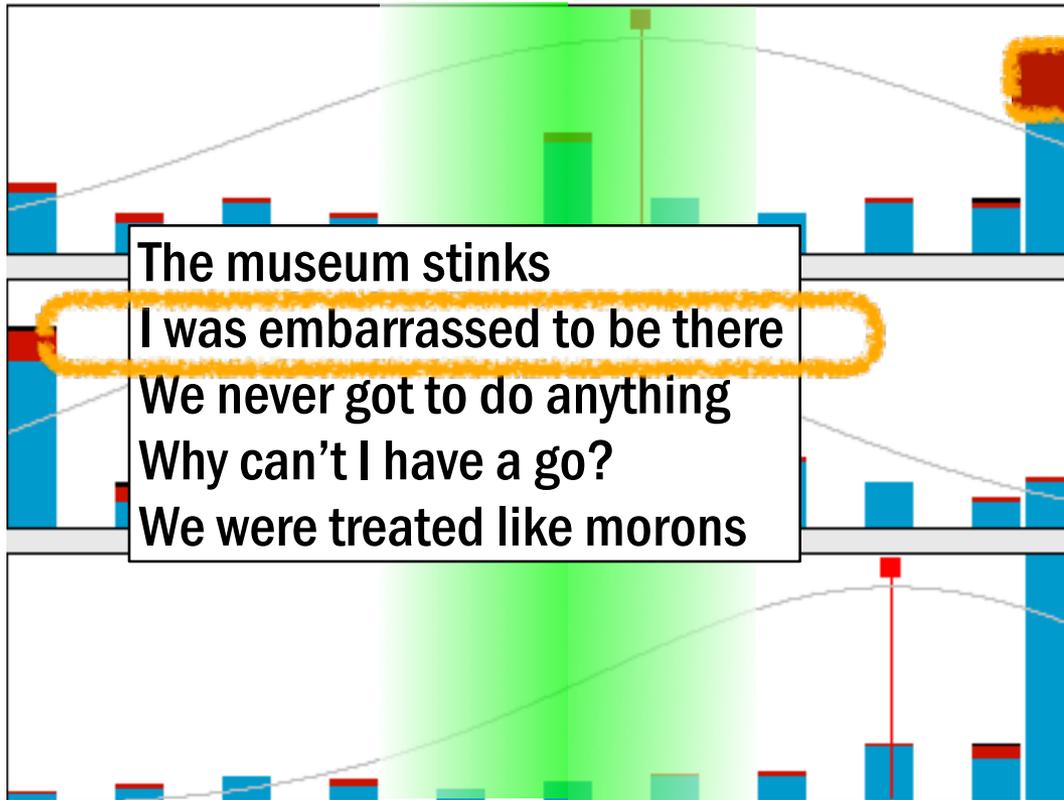
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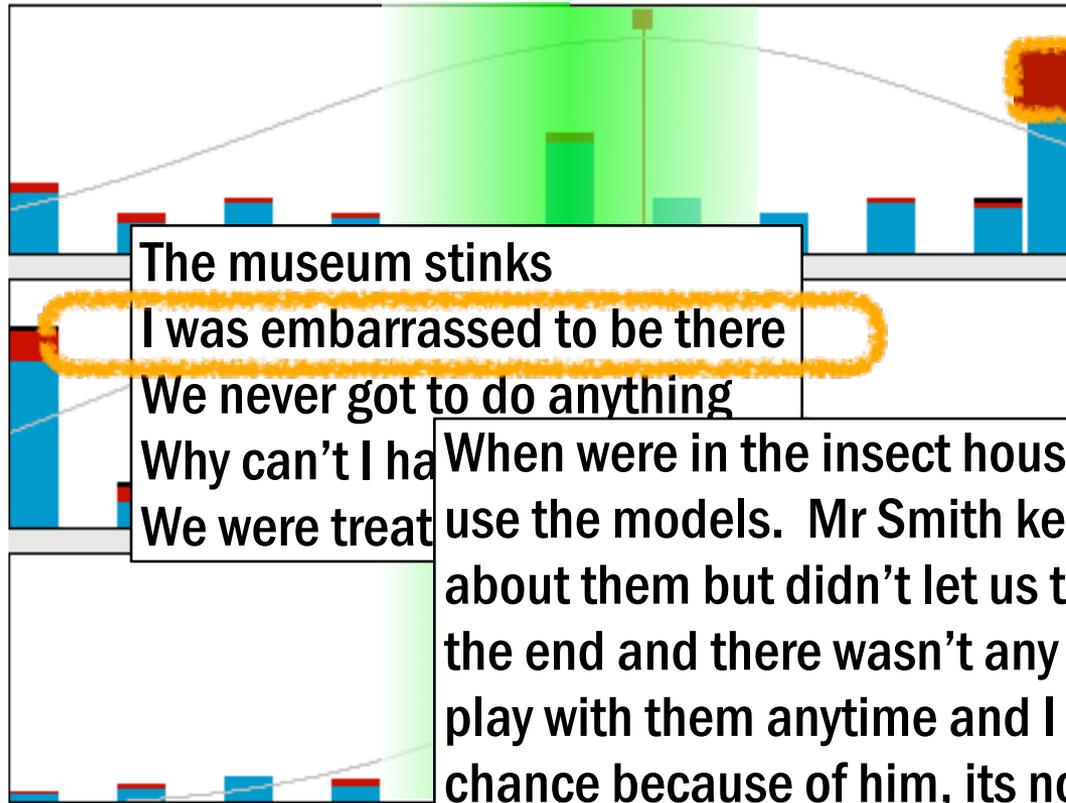
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LIVERPOOL MUSEUM IMPACT MEASUREMENT

Staff patronise children

Too much to see and its overwhelming

Rushed from place to place missed things



Staff are too child like & pathetic

Not enough to keep me

The museum stinks

I was embarrassed to be there

We never got to do anything

Why can't I ha

We were treat

When were in the insect house I wanted to use the models. Mr Smith kept telling us about them but didn't let us touch them until the end and there wasn't any time. He can play with them anytime and I missed my chance because of him, its not fair.

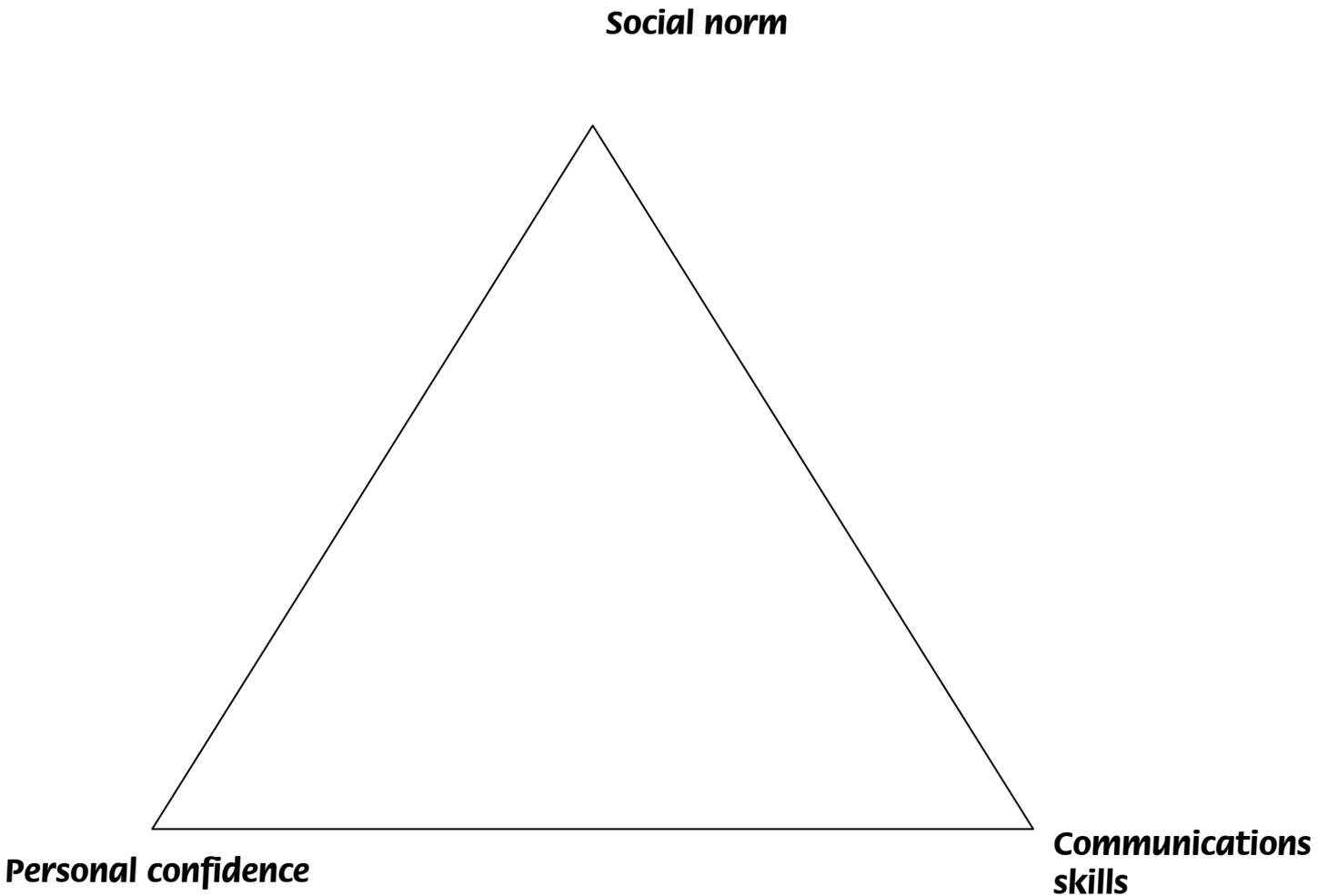
THE DIFFERENCE BETWEEN COMPLICATED AND COMPLEX

- **The complicated solution to a shift towards “too childlike” is an all-staff email asking for a more adult approach to curating**
- **The complex solution to the problem is to talk to Mr Smith and say “pass the models out a little earlier”**

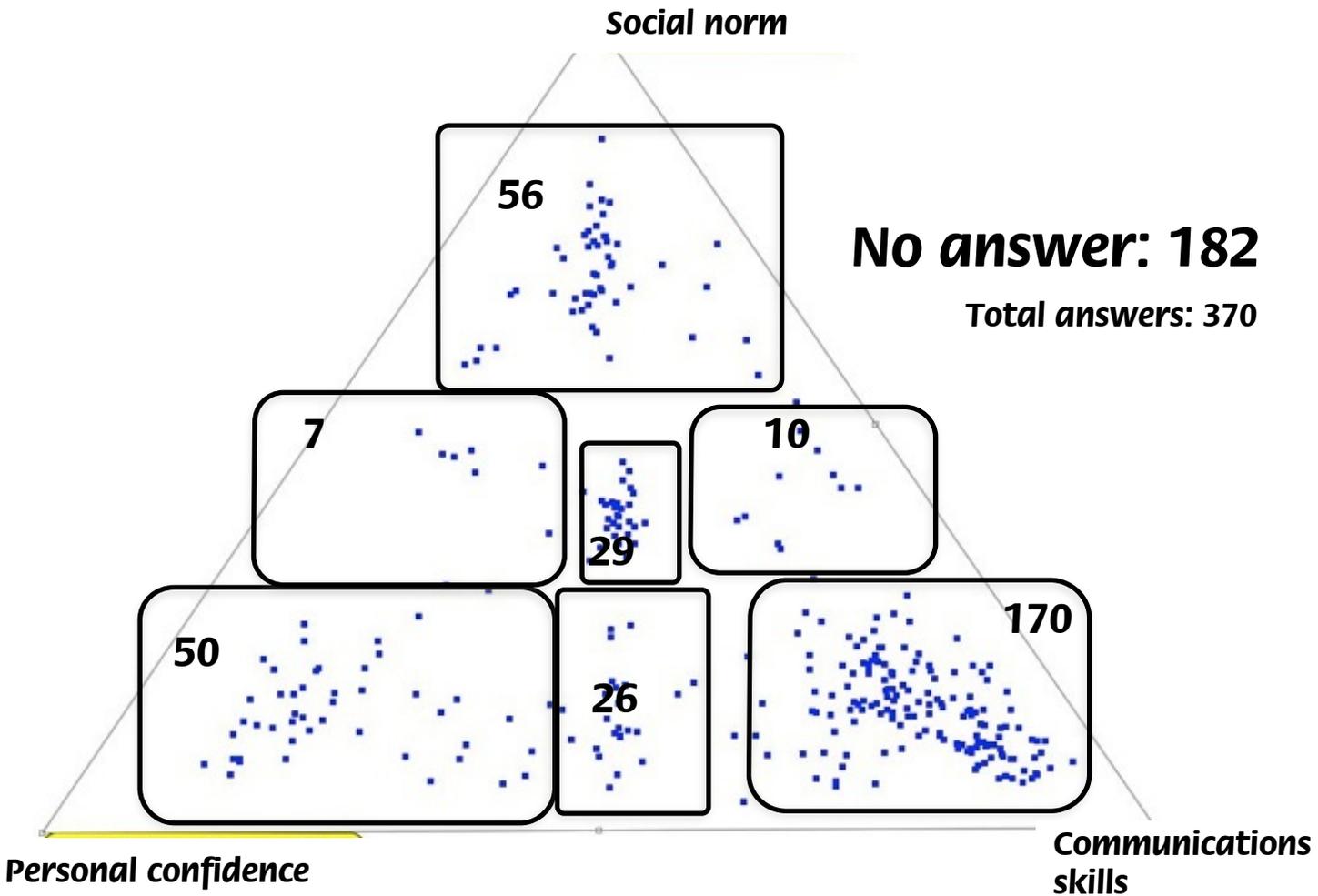
- ***If a villager or family member asks you what the VWC does, what experience of working with individuals, families or communities, what example or experience would you share that impressed or concerned you?***

Project story - text redacted for confidentiality reasons

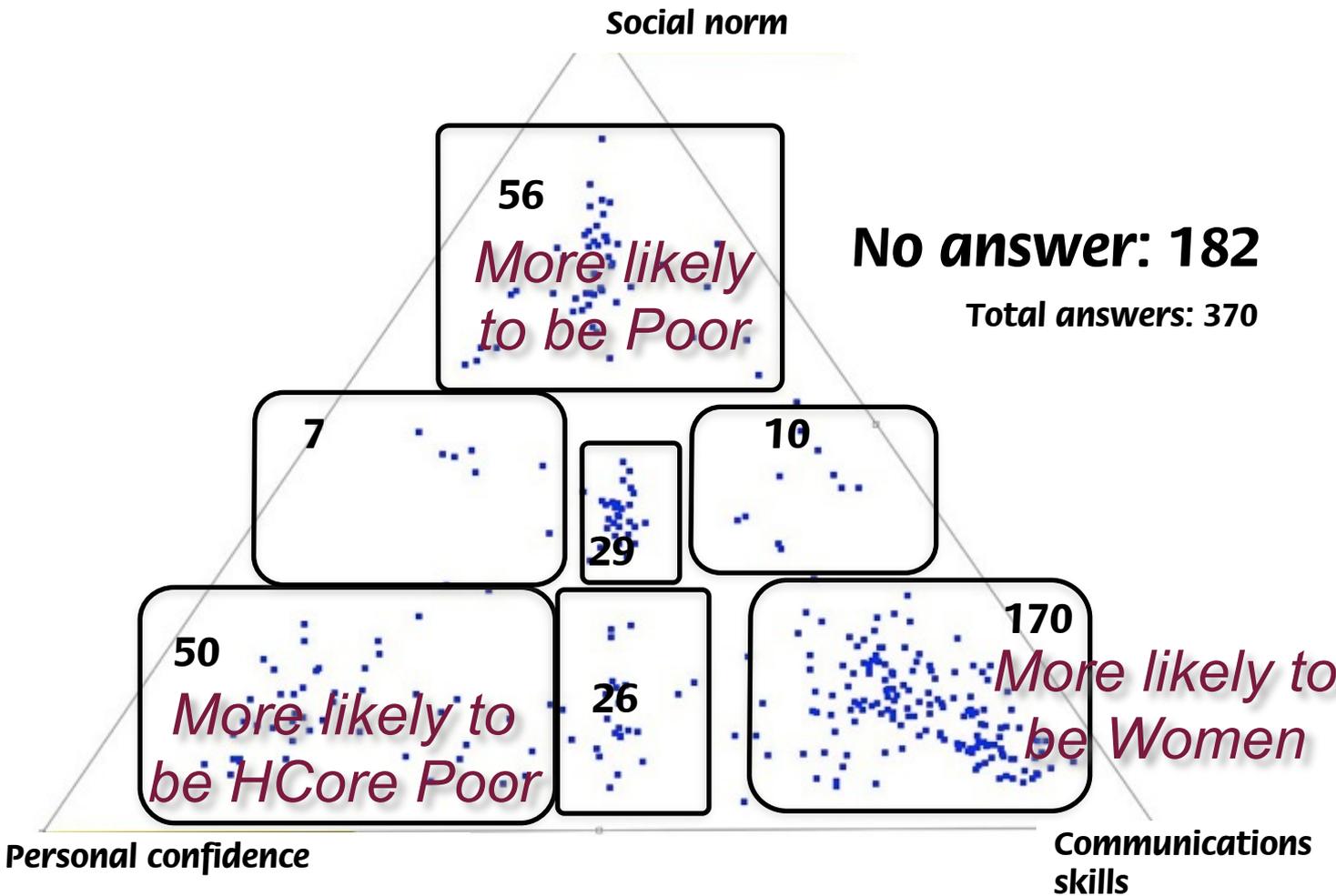
In the story, why might people hesitate to speak up?

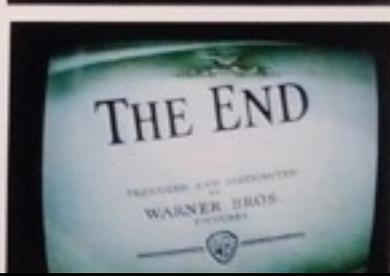
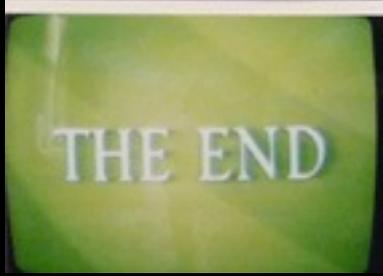
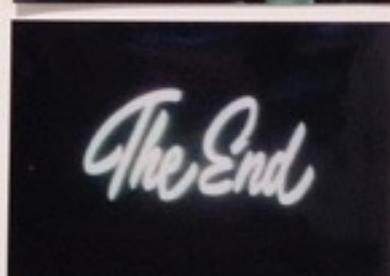
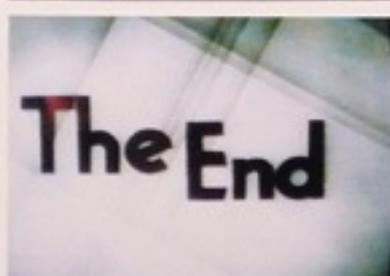
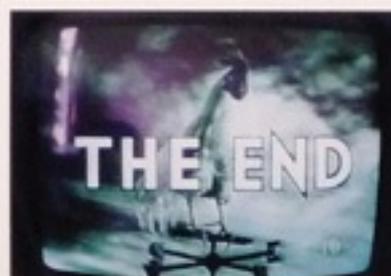


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In the story, why might people hesitate to speak up?





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m: +44 (0) 7946 094 069