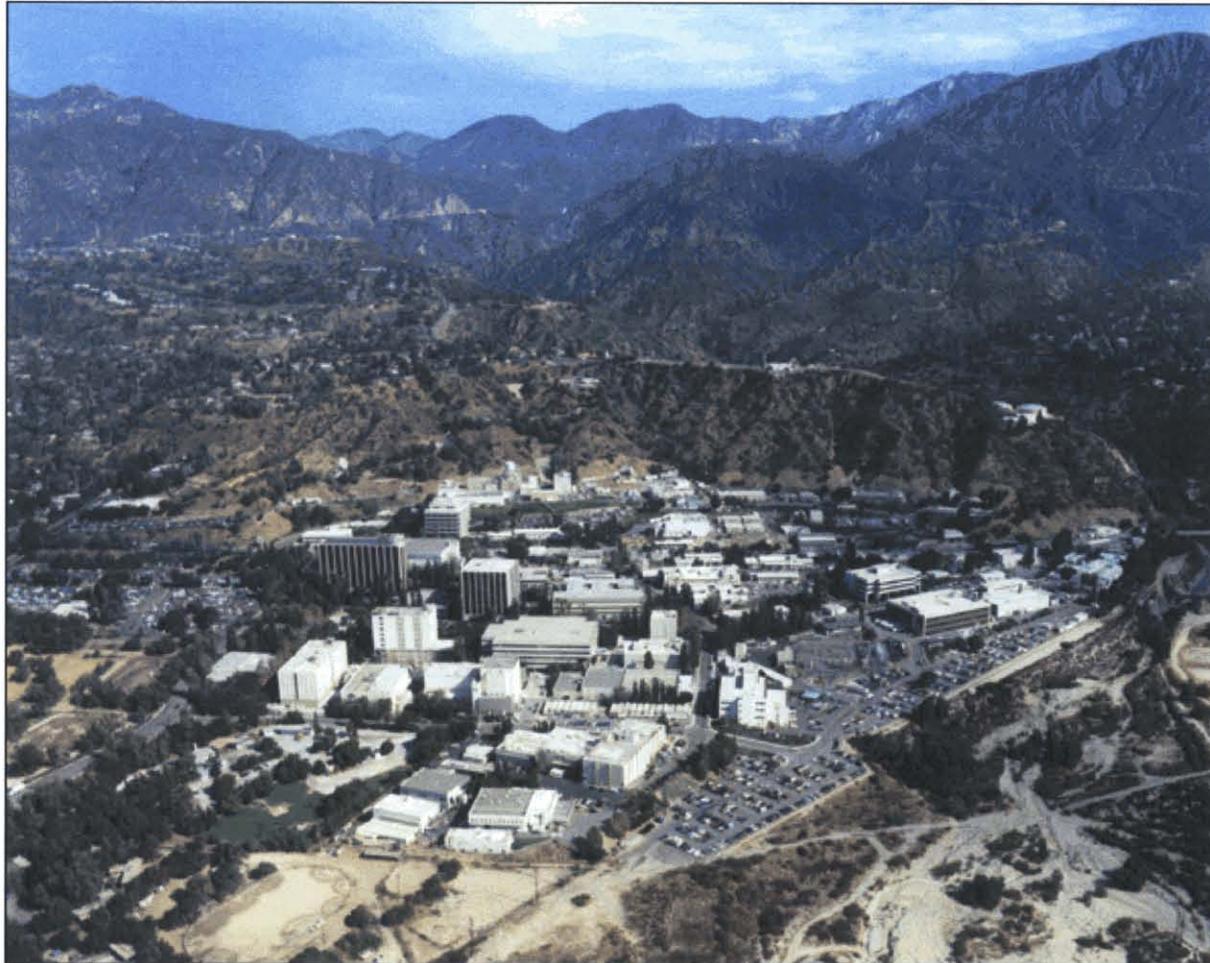


Storytelling in the JPL Library: From Practice to Theory

By: Teresa Bailey, Senior Technical Librarian
Jet Propulsion Lab, California Institute of Technology



Jet Propulsion Lab



JPL
Jet Propulsion Lab
California Institute of Technology

***49th ANNUAL MILITARY LIBRARIANS WORKSHOP December 5-9, 2005 Las Vegas, Nevada
Storytelling in the JPL Library by Teresa Bailey, Jet Propulsion Lab***



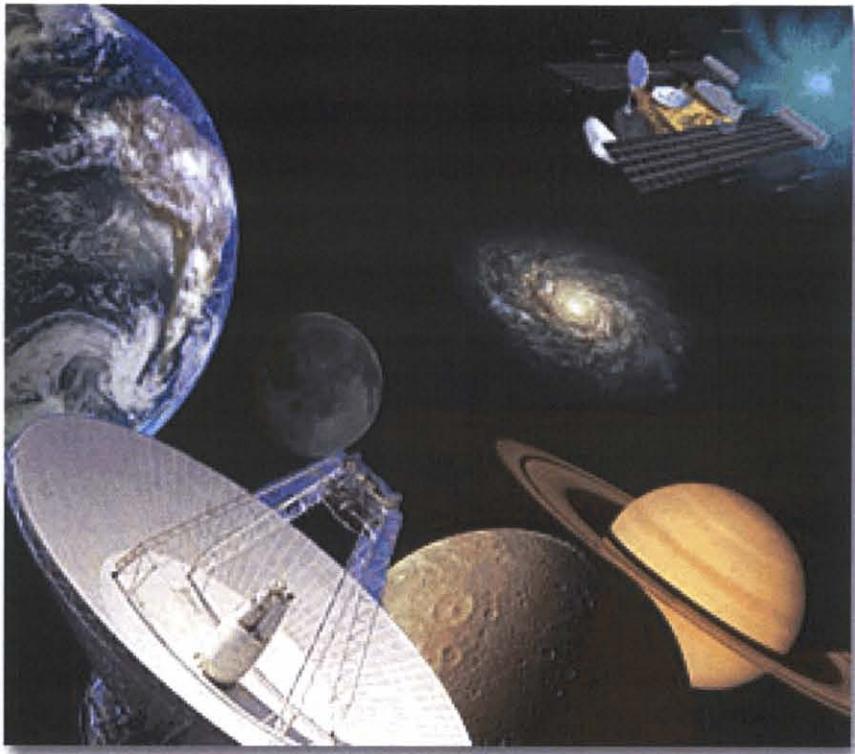
JPL History – Rockets



1936 – Suicide Squad members take a break during rocket testing in the Arroyo Seco



1958 - Explorer 1, America's first Earth satellite built and operated by JPL.



Space Exploration

Doing What No One Has done Before



JPL
Jet Propulsion Lab
California Institute of Technology

***49th ANNUAL MILITARY LIBRARIANS WORKSHOP December 5-9, 2005 Las Vegas, Nevada
Storytelling in the JPL Library by Teresa Bailey, Jet Propulsion Lab***



Inspired by Organizational Storytelling Research

- **Boyce, M. E. (1996). Organizational story and storytelling: A critical review. *Journal of Organizational Change Management*, 9(5), 5.**
- **Brown, J. S. & Duguid, P. (1991). Organizational learning and communities of practice: Toward a unified view of working, learning and innovation. *Organization Science*, 2(1), 40-57.**
- **Davenport, T. H., & Prusak, L. (1998). *Working knowledge : How organizations manage what they know*. Boston, Mass: Harvard Business School Press.**
- **Neuhauser, P. (1993). *Corporate legends and lore : The power of storytelling as a management tool*. New York: McGraw-Hill.**
- **Snowden, D. (1999). Story telling: An old skill in a new context. *Business Information Review*, 16(1), 30.**



Storytelling for Community Building the Framework for JPL Stories

The stories should be experienced in person (the best way to transfer tacit knowledge is with face-to-face discussion) .

Don't record the stories, let the tellers be as candid as possible.

Hold the stories in the JPL Library and keep the setting informal.

The assumption, every JPLer has a JPL story.



Criteria for the Stories

The only criteria for the storyteller is that the story they tell has to be a personal story about a JPL experience. Which story to tell is entirely their decision.

I encourage them to be as creative as they'd like and I tell them that stories can take place in the past, present, or future; they can be historical or make-believe (such as a dream for the future); and they can be light-hearted or serious.



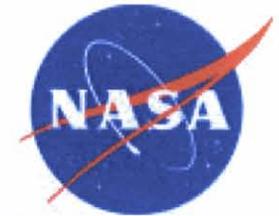
Criteria for selecting storytellers

Recommendations from other storytellers and story listeners.

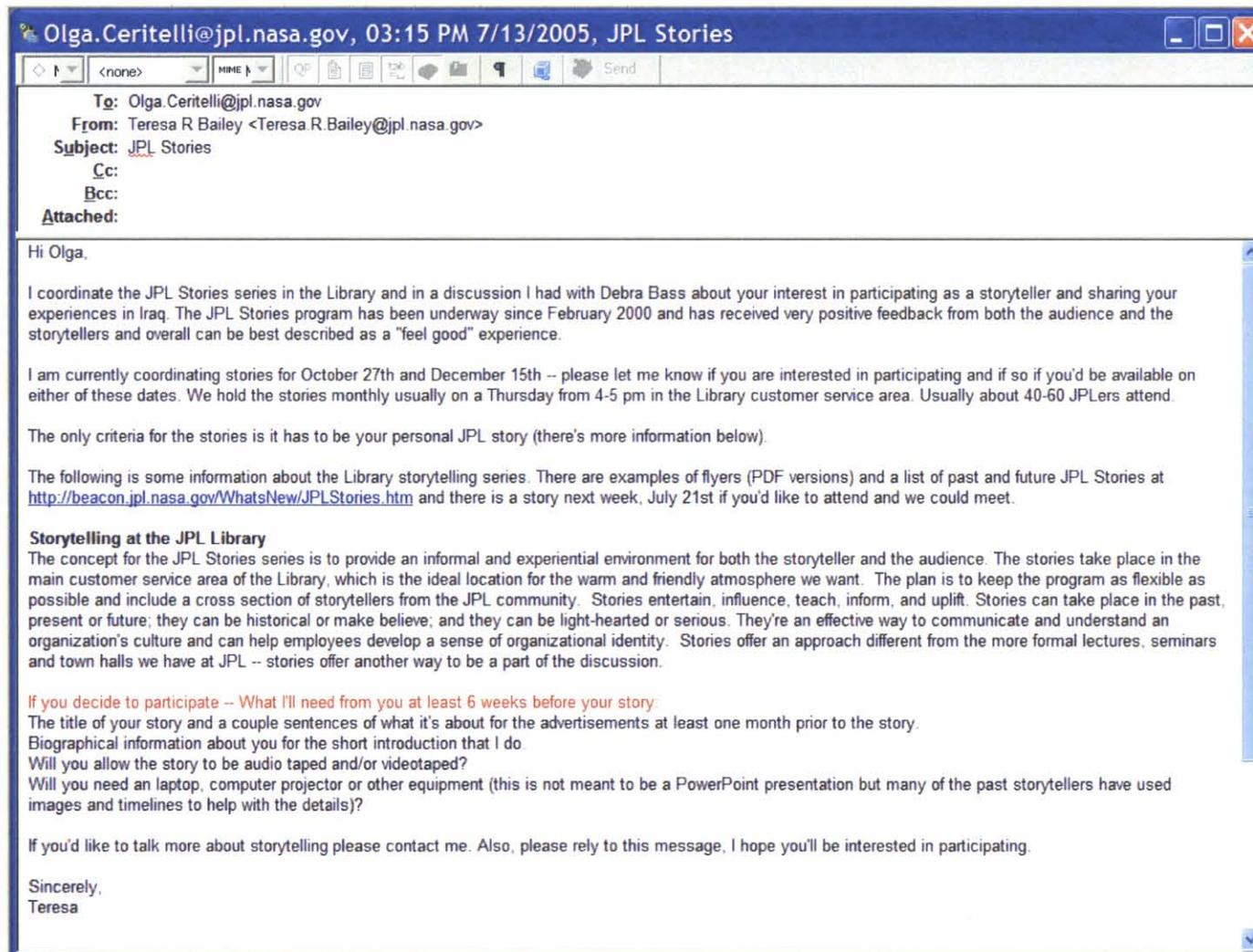
“Cold calls” to JPL employees and retirees (identified through their reputation, position, or through news articles).

We seek to include a cross-section of JPL current and former employees, including “old-timers”, mid-career, and more recently hired staff.

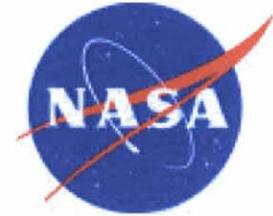
Selection focuses on inclusion and attention is made to provide a mix of scientists, engineers, administrators, and managers.



Recruiting – Email example



Design a Flyer/Poster



THE JPL LIBRARY PRESENTS

JPL Stories

Thursday,
November 17,
2005
4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

Deep Impact, The ACME Comet Collide-O-Tron

*Presented by Steve "Buzz" Collins,
Deep Impact Attitude Control Guy #3*

The Coyote finally wins one. It started as a hare-brained scheme, but the long hours of hard work paid off, and our contraption intercepted its speedy adversary with "ground breaking" results. Come hear a collection of amusing anecdotes from our dogged pursuit of comet Tempel-1.

Everyone is welcome.

A black and white photograph of the Jet Propulsion Laboratory (JPL) facility, showing various buildings and structures nestled at the base of a mountain range.



Examples of Early Flyers and Posters

THE JPL LIBRARY PRESENTS

JPL Stories

Thursday,
March 23,
2000

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

Green
Eggs
and Ham ...
JPL Style with
Salsa
presented by
Sarah Gavit
"Suess"

All Employees are Welcome

THE JPL LIBRARY PRESENTS

JPL Stories

Thursday,
October 19,
2000

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

Things that Go
Bump in the Dark
or
How Spacecraft Fail

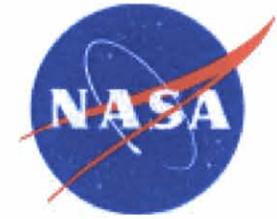
Dr. Henry B. Garrett
Safety and Mission Assurance (5X)

Every spacecraft will eventually die despite our best efforts. Even so, there are many examples of ways to greatly shorten a spacecraft's lifetime. This talk will recount some of the more creative methods to assure abbreviated lifetimes that the speaker has encountered in his career. Fortunately, there is a team in place at JPL to limit these effects, and it is to those colleagues — the engineers and scientists who make up the Reliability/QA organization — that this talk is dedicated. Please come and listen — the spacecraft you save may be your own!

All employees are welcome.

Org. 6431 List: 00M 111-113

BAILEY, Teresa R



Flyers and Posters in the Template

THE JPL LIBRARY PRESENTS

JPL Stories

Thursday,
February 26,
2004

AIRBAGS, THEY'RE NOT JUST FOR CARS ANYMORE!

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

Everyone is welcome.

Presented by Tom Rivellini, Airbag Cognizant Engineer for the Mars Pathfinder Project, Entry, Descent, and Landing (EDL) Mechanical Systems Lead for Mars Science Laboratory (MSL); and Deputy Mechanical Systems Architect for Mars Exploration Rovers (MER)

This is the story of how the Mars Pathfinder lander and airbag system were invented and developed. Starting with the early "blue-sky" brainstorming and tiger team sessions all the way through the qualification testing, Tom will describe some of the challenges, failures, and successes of the Pathfinder and MER airbags. There will be pictures and videos of airbag testing and some hardware to pass around.



THE JPL LIBRARY PRESENTS

JPL Stories

Tuesday,
November 16,
2004

MER: Disaster Averted?

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

Everyone is welcome.

Presented by Rob Manning, MER Systems Engineering Manager and EDL Development Manager

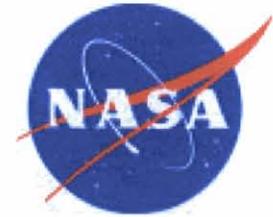
So if landing was so easy, why were all those people in tears when it landed? Was MER just lucky? Rob will recount some of the many emotional close calls that the MER team experienced on the long road to Mars.





Posters at the Cafeteria Entrances





Lab Wide Calendar

Search JPL

DAILY PLANET JPL RULES NBS JPL PUBLIC HOME CALTECH NASA

Inside JPL
your portal to the JPL intranet

Wednesday, October 19, 2005

Contact Us | Home | Help

Jet Propulsion Laboratory

Calendar

[Complete Calendar](#)

[Meetings & Events](#)

[Science & Technology](#)

[Education & Training](#)

[Health & Recreation](#)

Search by category, series, sponsor, location or date

Submit for publication

[All Categories]

Thursday, October 27, 2005

Mentor Graphics International User Conference
9:00 am, San Jose, CA
Interactive technical conference.

"Genesis - What really happened at UTTR?"
4:00 pm to 5:00 pm, in the Library, west end of Bldg. 111
Discussion of what really happened to Genesis Sample Return Capsule on the Utah Test and Training Range.

October 2005						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Jet Propulsion Lab
California Institute of Technology

49th ANNUAL MILITARY LIBRARIANS WORKSHOP December 5-9, 2005 Las Vegas, Nevada
Storytelling in the JPL Library by Teresa Bailey, Jet Propulsion Lab

Calendar announcement



Jet Propulsion Laboratory

Calendar

[Complete
Calendar](#)

[Meetings
& Events](#)

[Science &
Technology](#)

[Education
& Training](#)

[Health &
Recreation](#)

[Home](#) | [Search](#) | [Publish](#)

Calendar Item Detail View

"Genesis - What really happened at UTTR?"

Don Sweetnam, Genesis Project Manager

Thursday, October 27, 2005 4:00 pm to 5:00 pm
in the Library, west end of Bldg. 111

Many of us are familiar with the precision delivery of the Genesis Sample Return Capsule to Earth at the Utah Test and Training Range (UTTR) on September 8, 2004, including the final seconds of a tumbling capsule plunging to the surface. This talk starts at that fateful moment and works back through time with an audio and video travelogue of the preparation and training for NASA's first sample return since Apollo. See training footage of the helicopter mid-air capture (including a rare clip of a novel technique for stowing the parafoil). Watch a small army of scientists, bending over a fractured canister with C-clamps, hack-saws, spoons and tweezers, scramble to recover and preserve the solar wind collector payload.

- ◆ Part of the JPL Stories
- ◆ Sponsored by Library, Archives and Records Section
- ◆ For further information:
<http://beacon.jpl.nasa.gov/WhatsNew/Stories/Sweetnam.pdf>
Teresa Bailey, JPL Library teresa.r.bailey@jpl.nasa.gov 49233



Jet Propulsion Lab
California Institute of Technology

49th ANNUAL MILITARY LIBRARIANS WORKSHOP December 5-9, 2005 Las Vegas, Nevada
Storytelling in the JPL Library by Teresa Bailey, Jet Propulsion Lab



This Week – Official Internal Info



[THIS WEEK Home](#)

October 17-21, 2005

"Genesis - What really happened at UTTR?" with Don Sweetnam, Genesis Project Manager, is another in a series of "JPL Stories." Many of us are familiar with the precision delivery of the Genesis Sample Return Capsule to Earth at the Utah Test and Training Range (UTTR) on September 8, 2004, including the final seconds of a tumbling capsule plunging to the surface. This talk starts at that fateful moment and works back through time with an audio and video travelogue of the preparation and training for NASA's first sample return since Apollo. See training footage of the helicopter mid-air capture (including a rare clip of a novel technique for stowing the parafoil). Watch a small army of scientists, bending over a fractured canister with C-clamps, hack-saws, spoons and tweezers, scramble to recover and preserve the solar wind collector payload.

If you would like a copy of the flyer to post in your area, please see <http://beacon.jpl.nasa.gov/WhatsNew/Stories/Sweetnam.pdf>.

Thursday, October 27, 4 to 5 p.m. west end of Bldg. 111. For more information about the JPL Stories series, if you have a JPL Story to tell, or if you have suggestions for future Stories, please contact Teresa Bailey, x4-9233.



Announcing the stories – Lab online newsletter

INSIDE JPL JPL RULES NBS JPL HOME CAL

Daily Planet

November 15, 2004

Today's Feature

Manning at Library Tuesday
(posted November 11, 2004)

Join Rob Manning, Mars Exploration Rovers systems engineering manager and entry, descent and landing development manager, for "MER: Disaster Averted?" on Tuesday, Nov. 16, at 4 p.m. in the Library, Building 111-104.

[FULL STORY](#)

Cassini Photo Essay

First Person

- Home
- Events
- News
- People
- Get Involved
- General Interest
- Fun Stuff
- Archive

Master Calendar
State of the Lab
JPL Weather



Jet Propulsion Lab
California Institute of Technology

49th ANNUAL MILITARY LIBRARIANS WORKSHOP December 5-9, 2005 Las Vegas, Nevada
Storytelling in the JPL Library by Teresa Bailey, Jet Propulsion Lab



Announcing the stories – Library Web site

Jet Propulsion Laboratory
California Institute of Technology

[+ View the NASA Portal](#)

JPL HOME
EARTH
SOLAR SYSTEM
STARS & GALAXIES
TECHNOLOGY

BEACON-Library, Archives, and Records Section

FIND IT/SEARCH
GET IT/ORDER
E-RESOURCES
LINKS
HELP/SERVICES

November 1, 2005

Events:

- Library Tours: Wednesdays 11:30
- Road Show: 10/18 303 Cafe, 10/25 167 Cafe, 11/1 303 Cafe
- JPL Story 10/27
- Finding Information on the BEACON web site. 1/12/06 (Sign up at <http://hr/et>)

BEACON Site Map

- Archives 818-354-1844
- Records Manager 818-354-5469

Did You Hear?

All AIAA Journals Now on BEACON

AIAA journals are now available online back to issue one!

You can now access AIAA journal articles online back to volume one courtesy of the JPL Library's subscription. Titles include:

- AIAA Journal
- Journal of Aerospace Computing

-Historical Photo of the Month

Thursday, October 27th, 2005

The next JPL Story is scheduled for Thursday, October 27th, from 4-5 p.m., with Don Sweetnam, Genesis Project Manager, presenting, "Genesis - What really happened at UTTR?" Many of us are familiar with the precision delivery of the Genesis Sample Return Capsule to Earth at the Utah Test and Training Range (UTTR) on September 8,

JPL
Jet Propulsion Lab
California Institute of Technology

49th ANNUAL MILITARY LIBRARIANS WORKSHOP December 5-9, 2005 Las Vegas, Nevada
Storytelling in the JPL Library by Teresa Bailey, Jet Propulsion Lab

Listing of past and future stories

<http://beacon.jpl.nasa.gov/WhatsNew/JPLStories.htm>



Jet Propulsion Laboratory
California Institute of Technology

[+ View the NASA Portal](#)

JPL HOME
EARTH
SOLAR SYSTEM
STARS & GALAXIES
TECHNOLOGY

BEACON-Library, Archives, and Records Section

FIND IT/SEARCH
GET IT/ORDER
E-RESOURCES
LINKS
HELP/SERVICES

What's New?

The next JPL Story is scheduled for Thursday, October 27th, from 4-5 p.m., with Don Sweetnam, Genesis Project Manager, presenting, "Genesis - What really happened at UTTR?" Many of us are familiar with the precision delivery of the Genesis Sample Return Capsule to Earth at the Utah Test and Training Range (UTTR) on September 8, 2004, including the final seconds of a tumbling capsule plunging to the surface. This talk starts at that fateful moment and works back through time with an audio and video travelogue of the preparation and training for NASA's first sample return since Apollo. See training footage of the helicopter mid-air capture (including a rare clip of a novel technique for stowing the parafoil). Watch a small army of scientists, bending over a fractured canister with C-clamps, hack-saws, spoons and tweezers, scramble to recover and preserve the solar wind collector payload.

The JPL Library, Archives, and Records Section sponsors the monthly series "JPL Stories" - the concept is to provide an informal and experiential environment for both the storyteller and the story listeners. The stories take place in the main customer service area of the Library, which is the ideal location for the warm and friendly atmosphere it offers. The plan is to keep the program as flexible as possible and include a cross section of storytellers from the JPL community. Stories can take place in the past, present or future; they can be historical or make believe; and they can be light-hearted or serious. They're an effective way to communicate and understand an organization's culture and can help employees develop a sense of organizational identity. Stories offer an approach different from the more formal lectures, seminars and town halls we have at JPL - they offer another way to be a part of the discussion. Several stories are in the planning stage - watch for "JPL Stories" flyers, posters and announcements. If you have questions or suggestions about the JPL Story series or if you wish to participate, please contact Teresa Bailey at ext. 4-9233 or teresa.r.bailey@jpl.nasa.gov.

Story Title, Storyteller and Story Date	Flyer (PDF)	Story on the Story
Olga Ceritelli and Erik Thiesmeyer / Title TBD / December 15, 2005	[PDF icon]	
Steve Collins / Title TBD / November 17, 2005	[PDF icon]	
Don Sweetnam/Genesis - What really happened at UTTR?/October 27, 2005	[PDF icon]	
Cancelled/Pete Theisinger / "MER: A Retrospective from the Top" / TBD	[PDF icon]	
Albert Haldemann / "Mars, One Rock at a Time." / July 21, 2005	[PDF icon]	
Rosaly Lopes / "Volcano Adventures on the Earth and Planets" / June 16, 2005	[PDF icon]	
Shaun Standley / "Hitchhike to Titan: Huygens' Journey to the Shrouded Moon" / May 19, 2005	[PDF icon]	
Linda Spilker / "Waves, Wakes and Kinks: Exploring Saturn's Magnificent Rings" / March 31, 2005	[PDF icon]	
Ellis Miner / "A JPL Scientist's Forays into the Strange World of Public Communications." / February 24, 2005	[PDF icon]	
Yoseph Bar-Cohen/ "Biomimetics - Technologies That Mimic Nature." / January 27, 2005	[PDF icon]	



JPL Library Customer Service Area - Before





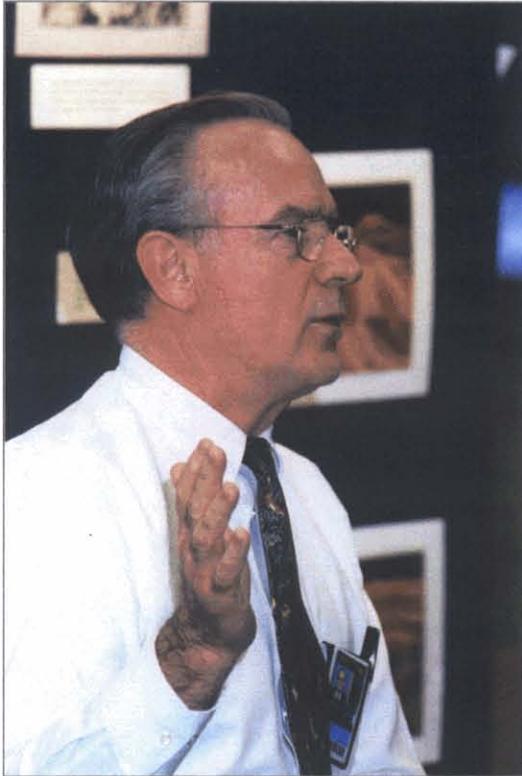
Setting up



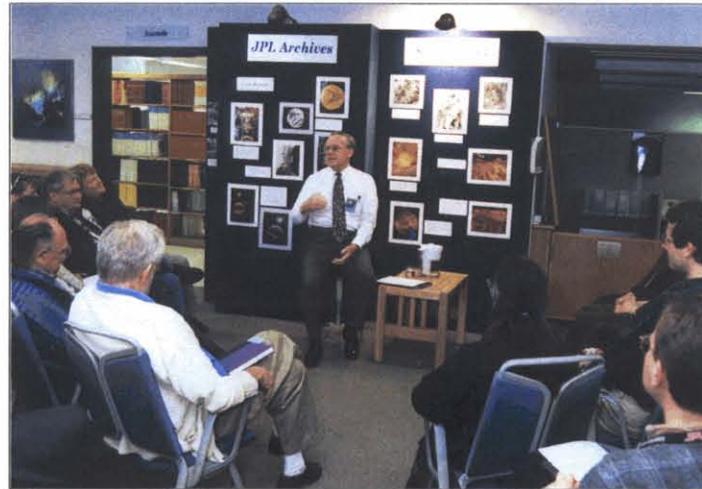


JPL Library Customer Service Area - After





"Things to Keep" presented by Larry Dumas





Universe Article about the first story

'Things to Keep' kicks off story series

Dutch Slagter/JPL Photo



Deputy Director Larry Dumas addresses Lab staff who attended the first in the Library's "JPL Stories" series February 24.

The Library's "JPL Stories" series got off to a successful start last week as Deputy Director Larry Dumas related his thoughts on the Lab's culture over the years.

Dumas' talk, "Things to Keep," noted that in the face of the many changes JPL has adopted recently, its success is due in large part to a number of factors that indeed do not change over time.

Among those he noted were employees' ability to understand how things work; the ability to find the root causes of problems; relentless peer review; healthy skepticism; JPLers setting very high standards for themselves; and "a deep and abiding faith that we will succeed, with a

sufficient application of persistence and intelligence."

The talk also included a question and answer session. About 65 people attended, said librarian Teresa Bailey.

"We received enthusiastic responses from several people in attendance, who really liked the informal storytelling format," she said. "One of our goals for this series is community building, allowing people to be part of the discussion."

The series is scheduled to be presented monthly, Bailey said. The next scheduled story at the Library, Building 111, is for March 23 at 4 p.m. The presenter will be Sarah Gavit, manager of the Interstellar and Solar Sail Technology Program.



Attendance

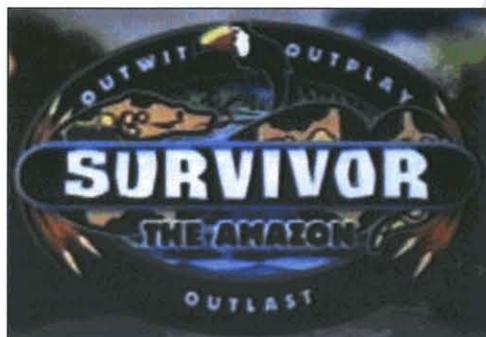


"Jet Propulsion Laboratory - the Early Years"
Presented by Dr. William Pickering



"Genesis - What really happened at UTTR?"
Presented by Don Sweetnam

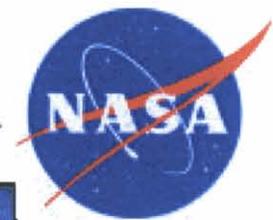
The Survivor Adventure: Bikini Models, Gym Teachers, "Rocket Scientists" Oh My!
Presented by Dave Johnson



Survivor



Survivor
Amazon



Copyright Reserved

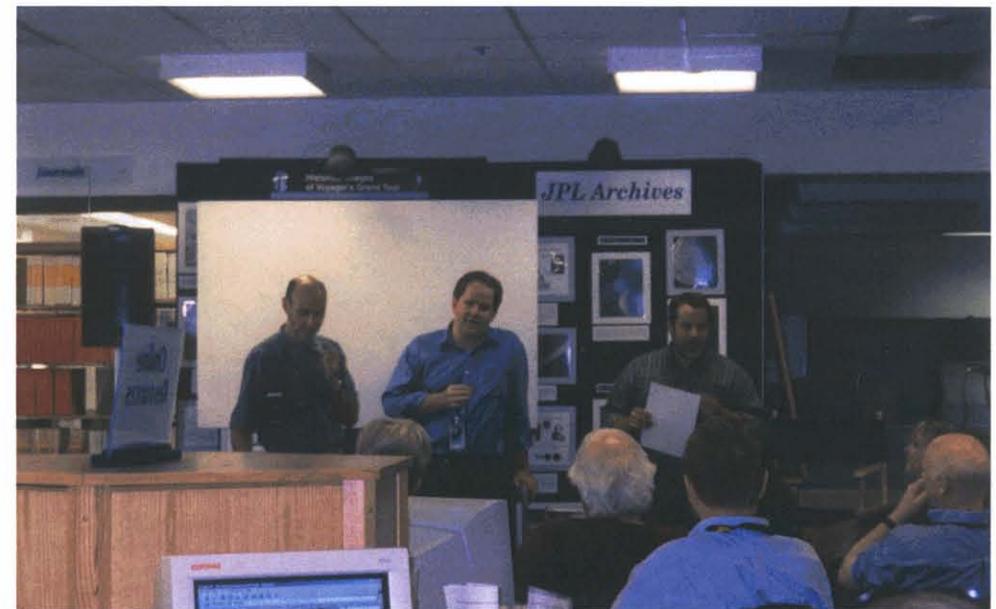




Two or more Storytellers at one Time

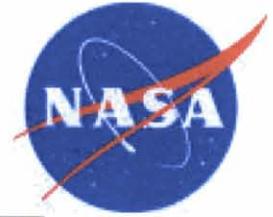


"Discovery of Sulfur Dioxide on Jupiter's Satellite Io, A Personal Perspective of Two Scientists"
presented by Bob Nelson and Bill Smythe

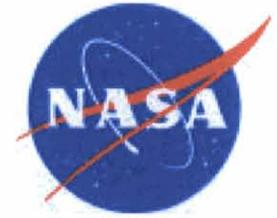


"The True Story Behind the Mars Pathfinder Success" presented
By Rob Manning, Brian Muirhead, and Richard Cook

Most media intense
Paul Weissman – “All Good Spacecraft Don't Go to Heaven”



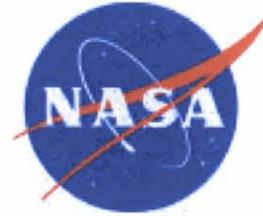
Props and Audience Participation



"Ranger and Luna: Our Early Lunar Missions and Our Tracking of Theirs"
Presented by Jim Burke



"Io, the Ultimate Destination for a Volcano Lover"
Presented by Dr. Rosaly Lopes



Feedback Front Side

 <p>Library, Archives, and Records Section 273 JPL Stories Evaluation and Suggestion Form</p> <p>"From a Part-Time Academic to the Director's Office" by Dr. Charles Elachi September 18, 2003</p> <p>Thank you for attending today's story. Please fill out this survey by circling or filling in all that apply. Please give leave the form in the box labeled "Evaluation Forms" on the circulation counter or mail them to Teresa Bailey, 111-113.</p> <p>What is your overall impression of this presentation? <i>Very enjoyable. How can someone of his stature talk to employees in such a sharing and caring manner.</i></p> <p>Where did you hear about this event? (Circle all that apply.) <input checked="" type="checkbox"/> a. JPL Email <input checked="" type="checkbox"/> b. This Week c. Universe d. JPL Monitor e. flyer f. poster g. Word-of-mouth h. BEACON website i. The Daily Planet Other: _____</p> <p>(OVER)</p>	 <p>Library, Archives, and Records Section 273 JPL Stories Evaluation and Suggestion Form</p> <p>"Landing (and Roving) on the Red Planet" by Matt Golombek June 24, 2004</p> <p>Thank you for attending today's story. Please fill out this survey by circling or filling in all that apply. Please give leave the form in the box labeled "Evaluation Forms" on the circulation counter or mail them to Teresa Bailey, 111-113.</p> <p>What is your overall impression of this presentation? <i>Matt was really great. Interesting story and lots of personal tidbits that made him fun to listen to.</i></p> <p>Where did you hear about this event? (Circle all that apply.) a. JPL E-mail b. This Week c. Universe d. JPL Monitor <input checked="" type="checkbox"/> e. flyer <input checked="" type="checkbox"/> f. poster g. Word-of-mouth h. BEACON website <input checked="" type="checkbox"/> i. The Daily Planet Other: _____</p> <p>(OVER)</p>
--	---



Feedback Back Side

Are you interested in presenting a JPL Story, and, if so, what will the topic be and how can I contact you?

I HAVE A FEW STORIES FROM LANDING MERs.
LATE FALL?

Do you have a recommendation for a JPL Story, and, if so, who would present and what would the topic be?

Additional comments:

Your Name (Optional): Rob Mannucci Ext.: 3-7315

For information regarding JPL Stories contact Teresa Bailey at teresa.r.bailey@jpl.nasa.gov or (818)354-9233, also you may mail questionnaires to Teresa Bailey at Mail Stop 111-113.

Are you interested in presenting a JPL Story, and, if so, what will the topic be and how can I contact you?

Maybe later.

Do you have a recommendation for a JPL Story, and, if so, who would present and what would the topic be?

Sorry, not right now.

Additional comments:

Thank you very much for this story. It allows me to solve a tough problem, hopefully with help from Charles.

Your Name (Optional): Meng P. Chao Ext.: (301) 286-6699

For information regarding JPL Stories contact Teresa Bailey at teresa.r.bailey@jpl.nasa.gov or (818)354-9233, also you may mail questionnaires to Teresa Bailey at Mail Stop 111-113.



JPL storytelling series focuses on the experience

There is something wonderful about going down to a library, sitting with my friends among the books, and hearing a master storyteller weave a tale. Besides being entertaining, it is a great way to learn ... the process taps into a crucial capacity the human animal has for imparting wisdom from older generations to younger ones through storytelling. Really, it was a peak experience for me, like meeting a wonderful person for the first time, or seeing a rare and exquisite sunset. I'm going to remember this for a long time.

***Jay Breidenthal, JPL System Engineer
Story listener***

When Teresa Bailey asked me to tell a story, I hardly knew how to respond. It has been my experience that I connect best with JPLers in small groups in an informal setting, where there is an opportunity for dialogue. This was a little different, though, sitting among a group of colleagues and sharing some of the things that have been most meaningful to me. I can't speak for the listeners, but it turned out to be wonderfully satisfying for me. I am grateful for this new way of giving meaning to the present by reflecting on the past.

***Larry Dumas, JPL Deputy Director
Storyteller***



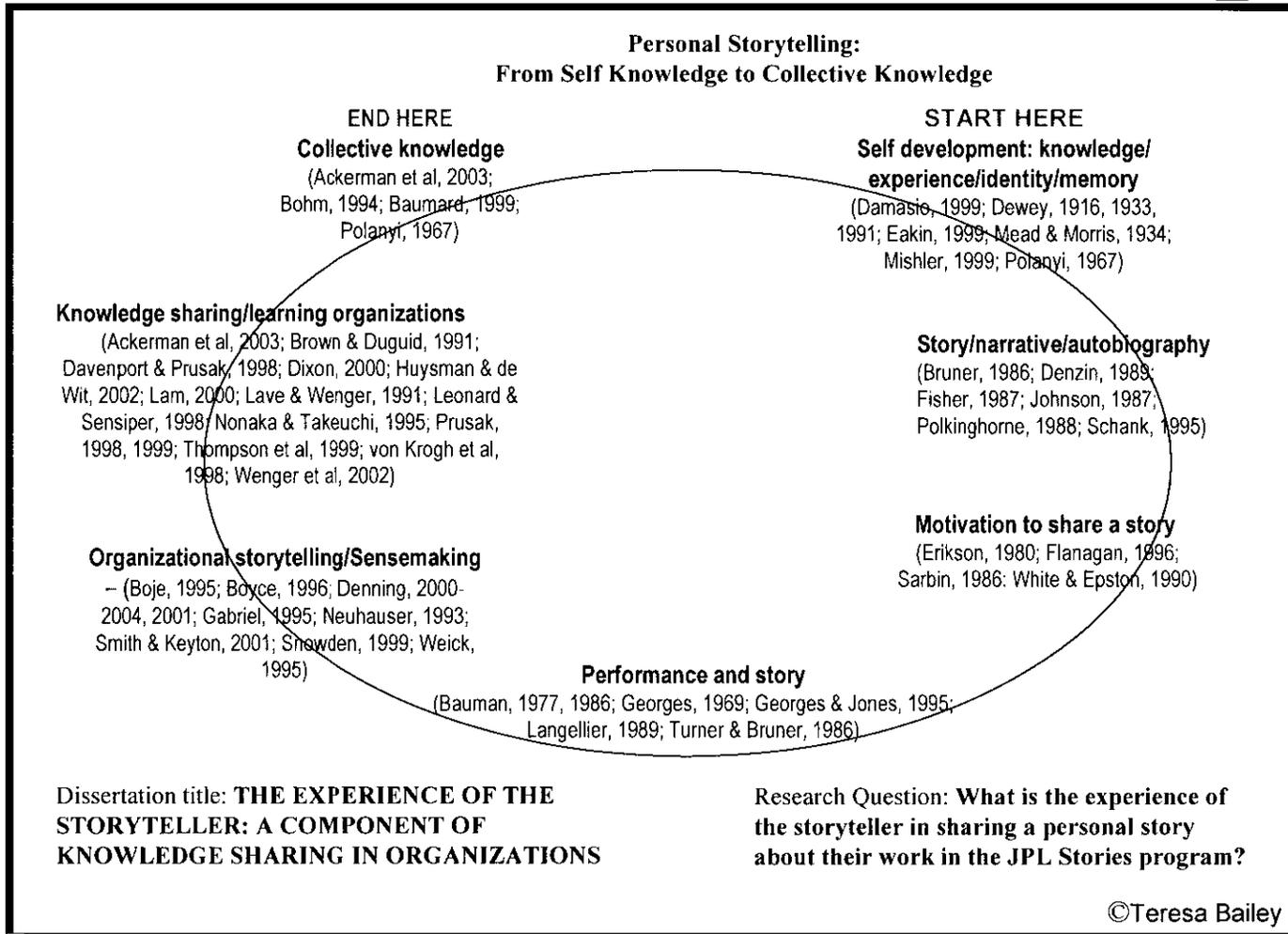
Inspiration from Theory

Karl Weick – Concept of “sensemaking” – every leader is an author and a historian and do whatever you can to increase the variety of the language with which you work.

Polanyi – Differentiated Tacit knowledge and Explicit knowledge. Tacit knowledge is personal, context-specific, and therefore hard to formalize and communicate – has to be communicated face-to-face. Explicit knowledge, on the other hand, is transmittable in formal and systematic language.

Nonaka and Takeuchi – Concept of the knowledge creation spiral – Tacit knowledge and explicit knowledge are not totally separate but mutually complementary entities.

Bailey's Dissertation Research Literature Review



Denning's expanded list of reasons for using storytelling in organizations



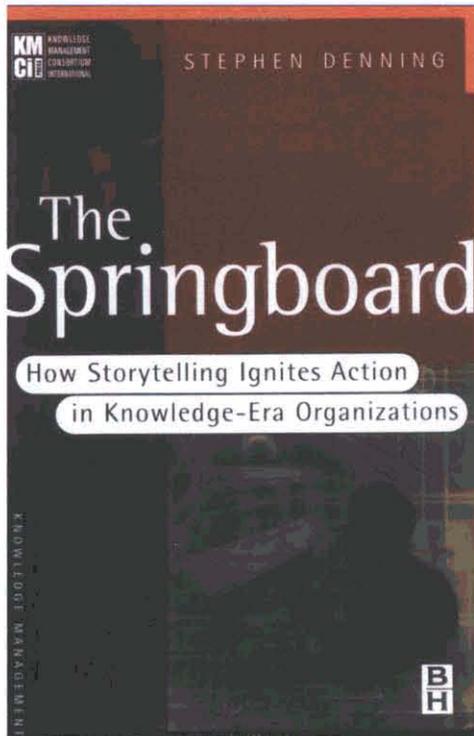
- Stories have salience to the lives of people in organizations
- Stories help us make sense of organizations
- Storytelling is quick and powerful
- Storytelling is free
- Storytelling skills are easily upgradable
- Narratives communicate naturally
- Storytelling communicates collaboratively
- Storytelling communicates persuasively
- Stories can communicate holistically
- Storytelling communicates context
- Storytelling communicates intuitively
- Storytelling communicates entertainingly
- Storytelling communicates movingly so as to get action
- Storytelling flies under the corporate radar
- Storytelling communicates feelingly
- Storytelling communicates interactively
- Storytelling is memorable
- Storytelling spurs double-loop learning
- Storytelling is key to leadership
- Storytelling builds authenticity
- Storytelling re-connects the speaker with the spoken
- Storytelling re-connects the knower to the known . . . [and]
- Stories are a large part of the economy. (pp. 167-172)

Denning, S. (2005). Using narrative as a tool for change. In J. S. Brown, S. Denning, K. Groh & L. Prusak (Eds.), *Storytelling in organizations : Why storytelling is transforming 21st century organizations and management* (pp. 97-136). Boston: Elsevier Butterworth-Heinemann.

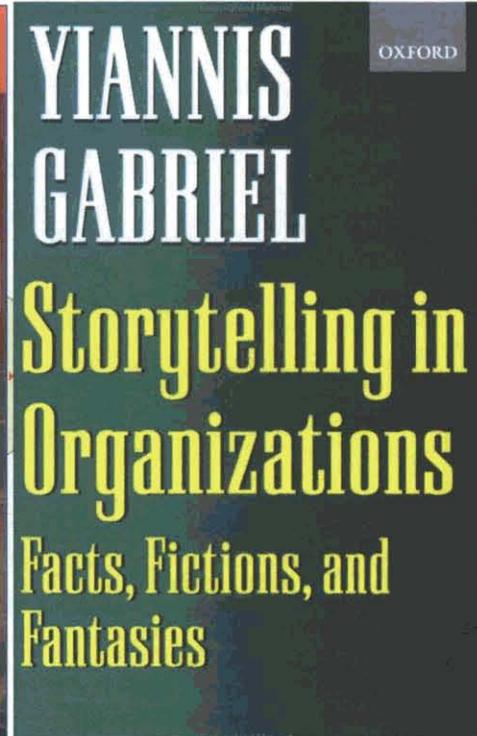


Copyright

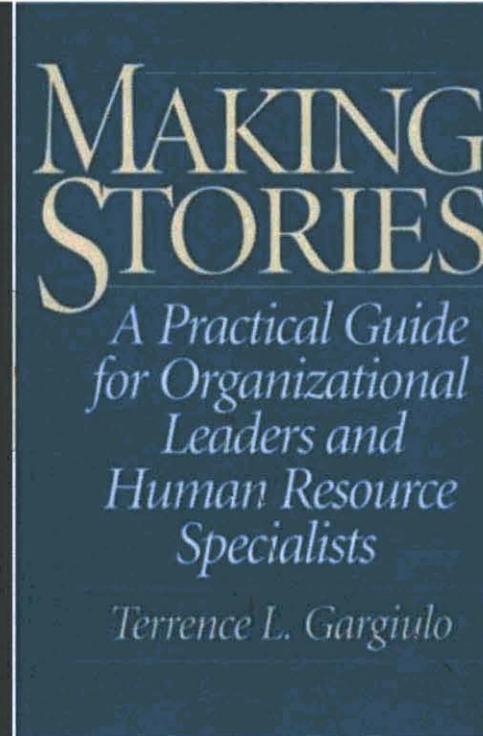
Organizational Storytelling Books



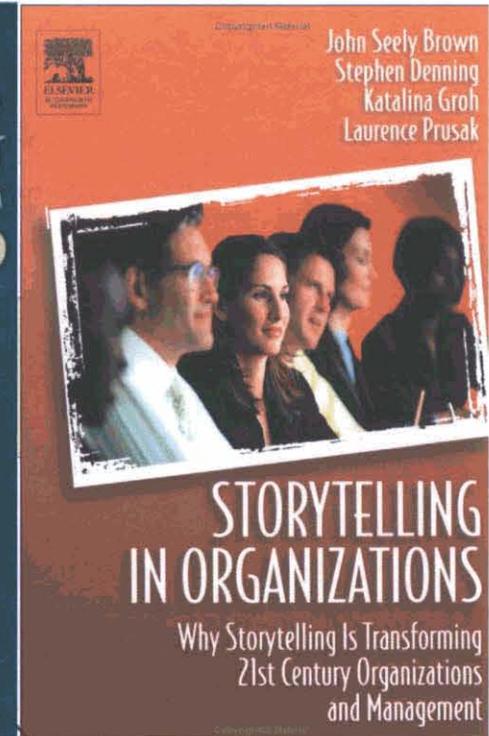
2000



2000



2002



2005



49th ANNUAL MILITARY LIBRARIANS WORKSHOP December 5-9, 2005 Las Vegas, Nevada
Storytelling in the JPL Library by Teresa Bailey, Jet Propulsion Lab

Copyright
Teresa Bailey



Storytelling Web Sites

Storytelling: Passport to Success in the 21st Century

Larry Prusak, John Seely Brown, Steve Denning, and Katalina Groh

<http://www.creatingthe21stcentury.org/>

**A Workshop of Organizational Storytelling April 11-13, 2003 co-sponsored
by the Smithsonian Associates and the Golden Fleece Group**

<http://www.creatingthe21stcentury.org/Introduction.html>

**National Storytelling conference July 7-11, 2004 sponsored by the National Storytelling Network
With several of the sessions focusing on organizational storytelling including:**

- **Using the "Water Cooler": Stories at Work to Change the Organizational Culture**
- **Passing the Torch: How Great Leaders Impart Mission, Vision, and Values Through Storytelling**
- **The Role of Storytelling in Knowledge Management at NASA**

http://www.ac.wvu.edu/~rvohs/NSC2004/NSC_sessions.html



Storytelling Discussion List

In 2000 Seth Kahan <http://sethkahan.com/> started the StorytellinginBusiness discussion list later became WorkingStories discussion list

To join:

WorkingStories mailing list

WorkingStories@lists.gjhost.com

<http://lists.gjhost.com/mailman/listinfo/workingstories>

The Web site

Web site <http://www.storyatwork.com/>



There are thousands more JPL Stories!

Every time I come to one of the JPL Stories, I walk away thinking how lucky I am to work at such an amazing place with these world-class people. Please keep up the great work – and I look forward to hearing many more stories in the future!

Michele Judd

Development Liaison

Section 367 – Exploration Systems Autonomy



The End

**If you'd like to talk more about organizational storytelling
Please contact me at teresa.r.bailey@jpl.nasa.gov**