



Sensemaking and Storytelling

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This track brings together two perspectives – sensemaking and storytelling – that represent burgeoning areas in the writings of academic management, reaffirming Weick's statement that 'sensemaking is storytelling' which lies at the heart of renewal and renaissance.

The track has three aims:

First, to help fill the lacuna that is the relative dearth of empirical studies of managerial sensemaking. Whether called ethnographies, thick descriptions, cases, or stories, we need theorised studies of 'real people in real places' engaged in sensemaking to generate appropriately grounded, sophisticated theory.

Second, while there is more to sensemaking than Karl Weick, it wouldn't make much sense without him and there is a need for sensemaking to move beyond him if it is to flourish. This track aims to carry through on the challenge issued by the editors of *Organization Studies* (2006) Special Issue on Weick for more scholars to produce more studies so there is literally more of, and more to, sensemaking.

Third, we therefore seek 'requisite variety' in asking for students of narrative, storytelling and discourse more generally to contribute to studies of sensemaking. While tentative steps have begun, there remains much work still to do; not only to encourage an integrative appreciation of the core question of sensemaking – 'what's going on here?' – but also to draw attention to the role of researcher in sensemaking and the power of sense made, thus linking the power of sensemaking with the politics of story telling

In sum, we seek a broad range of papers that imaginatively meld sensemaking and storytelling, while also producing telling stories that add to sensemaking. We especially welcome papers which in addressing the three aims stated above also reflect on questions of verisimilitude and ethics in the (dis)course of getting, as Geertz has it, 'their' lives into our 'works'.