

ABSTRACT OF THE DISSERTATION

DEVELOPMENT OF A WORKSHOP FOR EDUCATIONAL LEADERS ON THE USE OF STORYTELLING TO CONVEY ORGANIZATIONAL BELIEFS

by

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Using a development methodology, the researcher addressed the problem many educational leaders have with inspiring shared beliefs, and produced a storytelling workshop to solve this problem. Six research questions focused the study, with the first question inquiring into the topic of organizational storytelling and the remaining five questions focused on the development of an effective workshop. The researcher reviewed literature on both organizational storytelling and educational workshops. The literature revealed that storytelling is an effective way to convey shared beliefs, and that the workshop must contain clear educational objectives, use constructivist and instructivist strategies, extend over time, and be evaluated using satisfaction and learning surveys. Formative and summative committees assisted the researcher, closely considering additional data collected from 45 educational leaders on the content and

structure of the workshop using a survey. With the assistance of the formative and summative committees, the researcher developed criteria to construct a workshop on organizational storytelling to convey beliefs. The criteria included the workshop's information, objectives, and instructional strategies, followed by processes to reinforce and apply learning, an evaluation system, and a procedure for securing a venue and audience. The conclusions indicated that participation in the workshop enables educational leaders to convey core beliefs, promoting a positive school culture. The major implication was that educational leaders will learn a novel approach to conveying core beliefs, and this is an area largely neglected in both the literature and in graduate programs in educational leadership. The recommendation was to ensure the workshop is implemented and evaluated.