



Join business and not-for-profit leaders, government and education representatives and consultants for...

# Exploring new frontiers in applying Appreciative Inquiry to benefit business and society

## *A Day with Dr. David Cooperrider*

**September 14, 2005** 8:30 a.m. to 3:00 p.m.  
North York Civic Centre, Memorial Community Hall  
5110 Yonge Street, Toronto, Ontario

*“What if instead of seeing organizations as problems to be solved, we saw them as miracles to be appreciated?” says Dr. Cooperrider, Professor and Chairman of the Department of Organizational Behaviour at the Weatherhead School of Management, Case Western Reserve University, Cleveland. “I believe we have reached the end of problem solving as a mode of inquiry capable of inspiring, mobilizing, and sustaining human system change. The future of Organization Development belongs to methods that affirm, compel, and accelerate anticipatory learning, involving larger and larger levels of collectivity.”*

**Dr. Cooperrider is best known for originating the theory and vision of Appreciative Inquiry (AI)—a strength-based, whole-system approach to change.**

In this highly interactive workshop, and applying the Appreciative Inquiry summit approach, Dr. Cooperrider will engage the audience in a unique and stimulating experience. He will share powerful stories that are being gathered through a growing worldwide dialogue known as “Business as an Agent of World Benefit”. This global ‘appreciative inquiry’ highlights how organizations are putting people, resources, imagination and assets to work to benefit humanity.

Dr. Cooperrider will also share the latest horizons in the application of the Appreciative Inquiry approach, particularly in the design phase, sharing his experiences working with some leading organizations—such as Roadway Express, BP, Novartis and the United Nations—and provocative insights and research on the power of positive image, positive words and positive emotions in creating a preferred future.

## Why you will want to attend!

- **Experience the energy** of a large group Appreciative Inquiry ‘summit’, with the originator!
- **Hear about the latest horizons** in the application of AI in the design of products, services, and remarkable customer experiences.
- **Network with like-minded people** from diverse organizations.
- **Discover together what is working** in organizations and how you might benefit from it.
- **Spark your imagination** about how you can apply Appreciative Inquiry.
- **Help shape the beginnings of an ongoing dialogue** that could have a lasting positive impact for you, your organization, the Toronto community and beyond!

At **\$295.00** per person plus GST, including lunch, this could be your best professional development investment ever!

Groups of 8 or more from one organization will receive a 20% discount. Bring your entire leadership team!

## Registration is limited - BOOK NOW!

To reserve your spot today, or for further information, contact one of the following AI Consulting affiliates:

**Sue Anderson**  
Clockwork Communications  
clockwork\_communications@sympatico.ca  
416-905-527-2181

**Maureen McKenna**  
Mentoring with Momentum Ltd.  
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416-921-3204

**David MacCoy**  
First Leadership Limited  
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416-787-6721

## Sharing global knowledge to benefit humanity

Dr. Cooperrider will share his experiences working with some leading global organizations, and the latest horizons in the application of the AI approach.

*“I would like to commend you . . . for your innovative methodology of ‘appreciative inquiry’ and to thank you for introducing it to the United Nations. Without this, it would have been very difficult, perhaps even impossible, to constructively engage so many leaders of business, civil society and government throughout the day.”*

**Kofi Annan, Leader UN at June 2004 Global Compact Leader Summit (500 participants)**

**For further information about Dr. Cooperrider, Appreciative Inquiry and Business as an Agent of World Benefit, please visit:**

<http://www.appreciativeinquirycommons.com>  
<http://worldbenefit.cwru.edu/>

## More About Dr. David Cooperrider

David Cooperrider is Professor and Chairman of the Department of Organizational Behaviour at the Weatherhead School of Management at Case Western Reserve University in Cleveland, Ohio.

David first created the Appreciative Inquiry concepts in 1986 for his doctoral thesis: *‘Appreciative Inquiry: Toward a Methodology for Utilizing and Enhancing Organizational Innovation.’* In subsequent years he worked with a number of colleagues from all over the world to develop additional concepts in support of the Appreciative Inquiry principles.

Today, he serves as advisor to many organizations, including Yellow Roadway Corporation, Green Mountain Coffee Roasters, the United States Navy, the EPA’s Office of Research and Development and the American Red Cross.

David was recognized in 2000 as among the “Top Ten Visionaries” in the field by *Training Magazine*, and in 2004 he received the prestigious Distinguished Contribution to Workplace Learning and Performance Award from the American Society for Training and Development for “distinguished contribution” to the field of organizational learning.

Among his highest honors David was invited to design a series of dialogues among 25 of the world’s top religious leaders, started by

## About Business as an Agent of World Benefit

Business as an Agent of World Benefit (BAWB) is a worldwide action-research project, convened by Case Western Reserve University and a growing number of partners.

BAWB is a “call to inquiry” where people from every culture and society are invited to participate—and which uses Appreciative Inquiry (AI) to discover organizational innovations at the intersection of business and society.

Academically, the project is designed to link with the United States’ Global Change Research Program and the new field of Positive Organizational Scholarship, where paramount focus is being placed on helping the world understand and

His Holiness the Dalai Lama who said, “If only the world’s religious leaders could just know each other, the world will be a better place.” Using AI, the group has had meetings in Jerusalem and at the Carter Centre with President Jimmy Carter in Atlanta.

The United Nations sought out Professor Cooperrider for his expertise in applying Appreciative Inquiry in bringing about consensus among large groups of people. He facilitated a meeting of 500 world leaders at the United Nations for the Global Compact Leaders Summit last year in New York City

Many of his clients have also received awards for their work with Appreciative Inquiry. For example, GTE was recently recognized by ASTD for the Best Organization Change Program in the country.

David’s recent books include *Appreciative Inquiry Handbook*; *Appreciative Inquiry: A Positive Revolution in Change*; *The Organizational Dimensions of Global Change*; *Organizational Wisdom and Executive Courage* and *Appreciative Management and Leadership*.

make the massive transition from the unsustainable present to a sustainable economy and ecology of organizations, societies, and cultures. The magnitude of this, what some have called the extraordinary challenge of our generation, will call for a re-thinking of the world economy—business essentially—which has become one of the most capacity filled forces on the planet. Obviously, today such capacity is being used for both good and ill. BAWB’s search and commitment is to elevate and expand the positive organizational scholarship opportunities of the former and to do so in ways that are rigorous, relevant, globally inclusive, and value-enriching for leaders of business and society.

