



# THE MAGIC OF STORIES & IMAGES

2.5 day workshop, 25 - 27 October 2007  
in southern Tuscany, Italy

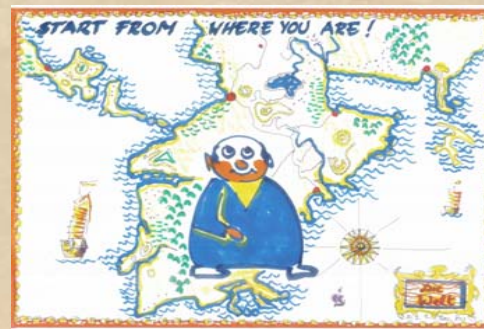
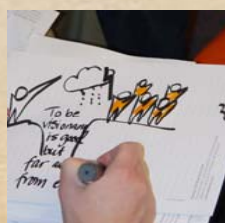
STORYTELLING & VISUALIZATION FOR PERSONAL & BUSINESS SUCCESS  
WITH MARY-Alice ARTHUR AND REINHARD KUCHENMÜLLER

For more than twelve hundred generations telling stories and drawing images were strong and effective tools for conserving and trading experiences and insights. Then for some seventy generations, mankind created and distributed written texts, leading to the development of science and modern technology, but excluding many from shaping the stories told and the images circulated. In the last three generations we've all become aware of how the powerful triad of cinema, television and advertising has captured images and storytelling.

Now, in our own generation, **storytelling and hand drawn images have made the leap into the business world**, bringing new ways of communicating, creating relationship and conveying emotional quality in an area often dominated by left-brain structures.

**the Magic of Stories & Images** workshop brings together **Mary-Alice Arthur**, leading narrative practitioner and storyteller from New Zealand, with **Reinhard Kuchenmüller**, pathfinder of visualization from Tuscany. They have worked with hundreds of companies and groups worldwide, supporting change processes, mergers, values integration, conferences, workshops and meetings which foster better working relationships, enhanced communication, and emotional connection.

**Join us as we bring together the art of storytelling and the art of visualization on the old Etruscan soil of beautiful southern Tuscany!**



Jon Jenkins, responsible for the methods database of International Association of Facilitators (IAF), defines the three main fields of future facilitation development: storytelling, visualization and working online.

#### How do images and stories cooperate?

**IMAGES:** Our senses have laid down thousands and thousands of images that have been sorted during other experiences -- images that have become the building blocks of our personalities, perspectives and coping styles. Even images buried so deeply that we are not aware of their existence create the lubrication of change and the glue of habit. In fact, every single thought contains an 'image', though we may not label it as an 'image'. Even complex concepts like courage, generosity, love and peace all have images associated with them. It is astonishing how external images can access these inner images, order them, make them available, in a process called 'visual repatterning'. This process reveals the underlying story. From: 'The Power of Images and Symbols', Arlene F. Hader

**STORIES:** At the whole of human history shows and storytellers have always known, stories are a wellspring of communal life. Stories inspire, support and sustain all types of human communities. Consider the ancestral sagas of tribes and clans or the religious narratives that unite congregations. Having a story in common brings people together because stories cultivate the communion of hearts and minds that create community. If you listen to a story, you will see inner images. It is impossible not to. From: 'Storytelling in Organizations', Michael P. Sipirola & Michael Lehner

.About the Workshop. *Even today, it's still the same...* In the childhood of humankind, shamans drew images of animals and hunters in their caves, and storytellers told tales by the fireside. Today, every child still takes up chalks or pens and draws by itself, it learns to speak and tell stories. It is our birthright, we have it in us. It is fun, but it is more... It is beautiful to go back to the roots and experience the magic power of stories and images, their transforming power in our day-to-day lives and in our work. That is what we will do during **the magic of stories & images** workshop.

.You will encounter the underlying methods of both the world of storytelling and the world of images, you will experiment, learn the basics again, practice a lot. You will learn how to map your way, and how to make the best of storytelling and visualization in both your personal and business situations.

.What you will take away.

- A view into the world of stories and visualization
- Basic knowledge about how to create stories, images and maps
- Practice in how to use them to support you and to energize and engage people
- You will learn how to communicate visually and narratively
- An experience that will continue to expand as you work with it, set in a visually stunning countryside



.Location. A beautifully restored farmhouse in Gavorrano Tuscany, near the sea. Local airports are Pisa or Rome. We will give you directions for travel.

.Workshop fee. € 750 plus accommodation and meals.

#### REGISTRATION

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

Send to:  
VISUELLE PROTOKOLLE  
Kuchenmüller und Stifel  
Civettaio, Fonte Lunga  
58020 Gavorrano (GR), Italy

Phone: +39-0566-88-929  
Email: [info@visuelle-protokolle.de](mailto:info@visuelle-protokolle.de)

Please invoice me for € 750



## YOUR FACILITATORS



MARY-ALICE ARTHUR is New Zealand's leading narrative practitioner. She has demonstrated the power of narrative to set the scene, establish the foundation and continue the integration of positive change with many New Zealand organisations, both in the private and public sectors. Mary-Alice has been trained in numerous narrative techniques and in the methodologies of Appreciative Inquiry, Future Search, Open Space Technology, and Dynamic Facilitation. She is a Facilitator for Inspired Change, ConferenceWeaver, Storyteller and Mythmaker and her greatest interest currently is in working with innovative and transformative processes for emerging and positive change. She has presented her narrative work at conferences around the world.

Mary-Alice's work demonstrates her belief that the wisdom is in the group, our stories are the key to unleashing our knowledge and that life is too short to have a boring meeting. She focuses on creating collaboration, creativity and new perceptions in the groups that she works with. She has a solid background in large group initiatives. her business is called SOAR (Significant Orientations, Amazing Results).

*"What can I say but Wow! As an organization we set out to create an experience to remember for our people attending the launch of our new organization initiative. Did Mary-Alice play her part in achieving this beyond our wildest expectations, No! She did way more! From the day she met our event organizers to the execution of the event and subsequent workshops, Mary-Alice has contributed her unique brand of insight and personality. She quickly gained the confidence of our senior team and encouraged them to have courage and be bold. Our leap of faith has been handsomely repaid. Her energy, enthusiasm and passion for storytelling has left a lasting legacy within our organization, I love working with you Mary-Alice, I can't wait until the next opportunity to work with you again. Thanks hardly seems to cut it."* **Mark Inwood, (former) Head of Strategy and Business Development, ANZ Retail**

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REINHARD KUCHENMÜLLER is a pathfinder of visualization in Europe. In 1998 he established his company VISUELLE PROTOKOLLE. Before that he was working as an architect, aiming to support innovations in interdisciplinary planning, research, development and consulting.

Today he prefers to work directly with people, as a process architect and visual facilitator. Reinhard uses a broad range of visual tools, like learning maps, story painting, live visualization, films and company games in order to reach and support the client's purpose. He plays an active role in the development of the field of visualization, and has been a member of the International forum of Visual Practitioners (IFVP) since 1999. He loves it when people find themselves in his images. He enjoys the challenge of immersing himself in group processes without the security of a safety net. Equipped with only paper and pens, he listens, participates and surfaces again with spontaneous pictures which reflect the process and the content. His business, which he leads together with Dr Marianne Stifel is called VISUELLE PROTOKOLLE, now based in Tuscany.

*"I have had the privilege of seeing Reinhard at work on a couple of occasions and have been impressed and amazed with both the visuals he creates for sessions and workshops and the detail, content and emotion he manages to capture. I would recommend him as a visual practitioner of the highest order."* **Gary Austin, British facilitator and former Chair of the International Association of Facilitators (IAF)**