

Shawn Callahan



Shawn is a pioneer in the application of story methods to business and has helped some of the world's top companies, including IBM, Shell, AMP and KPMG, to inspire lasting change and make sure their company strategy really sticks.

He regularly publishes his ideas on www.anecdote.com.au, one of Australia's most visited business blogs.

Shawn started his working life as a geographer and archaeologist, then moved into information technology with the likes of Oracle and IBM. His story work began in 1999 while he was still with IBM, applying complexity theory to business issues. It was a time when story-based approaches to leadership development and employee engagement were definitely on the fringe, but that was soon to change.

In 2004 Shawn founded Anecdote with the clear purpose of restoring humanity to the workplace, using story work as its method. This includes helping companies craft and tell their strategic story, teaching business leaders to be better storytellers, and collecting stories – a technique harking back to Shawn's archaeology days – so that employees can work out for themselves what needs to change. It is an approach that continues to break new ground.

Anecdote is now in the privileged position of being one of the most experienced and highly regarded story-based management consulting firms in the world. It develops strategic narratives for companies, helps embed their values in their everyday actions, and conducts leadership development, mentoring and communications programs, all of which have a common goal: to bring company strategies to life.

ABOUT ANECDOTE

Anecdote is a management consulting firm that uses its expertise in story to truly embed your strategy and inspire enduring change. Its clients include IBM, Shell, KPMG, the Australian Treasury, Fuji Xerox, NAB, Cadbury, Schweppes and Rio Tinto. Its work is focused on the Asia-Pacific region, but it has also undertaken projects in the United Kingdom and the United States. Anecdote has offices in Melbourne, Canberra, Sydney and London.

POSSIBLE SPEAKING TOPICS

“Translating your strategy into a story that everyone can understand and retell”

Engaging your executives in working out your company’s strategic narrative and then helping employees connect with it to create strategic clarity.

“Making your values stick”

A systematic approach to using stories to embed your company’s values in action.

How to build engagement after you are presented with your employee engagement survey results.

“How to find out what’s really happening in your company”

Methods for collecting stories in your workplace.

 Using Stories to Size Up a Situation (<http://www.anecdote.com.au/whitepapers.php?wpid=12>)

 The Ultimate Guide to Anecdote Circles (http://www.anecdote.com.au/files/Ultimate_Guide_to_ACs_v1.0.pdf)

“Inspiring your leaders to bring out the humanity in your company”

How to use stories within a leadership program to increase your employee engagement.

“Building a collaborative workplace using stories”

Different ways of cementing collaboration in your workplace, using real-life experiences as your guide.

 Building a Collaborative Workplace (<http://www.anecdote.com.au/whitepapers.php?wpid=15>)

 See Shawn present a version of this talk (<http://vimeo.com/3448097>)

“The vital role of business storytelling”

Why and how of business storytelling.

 The Vital Role of Business Storytelling (<http://www.anecdote.com.au/whitepapers.php?wpid=20>)

 Leadership Storytelling Podcast (<http://www.anecdote.com.au/ShawnCallahanOnLeadershipStorytelling.mp3>)

UPCOMING SPEAKING ENGAGEMENTS

Eleanor Davis School Leadership Program (“Storytelling for tomorrow’s education leaders”)

Gartner Academy for Leadership Development for the Aspiring CIOs (“Storytelling for business leaders”)

NAB retail branch managers conference (“How to bring your strategy to life with stories”)

NAB’s The Academy (“Storytelling for business leaders”)

Storytelling for Business Leaders seminar (New York, London, Delhi)

Storytelling for Business Leaders workshop for Barclays Wealth (London)

RECENT SPEAKING ENGAGEMENTS

Delta Electricity (“Being a better front line communicator”)

Eleanor Davis School Leadership Program (“Storytelling for tomorrow’s education leaders – new cohort”)

Gartner Group CIO forums held around Australia (“Storytelling for business leaders”)

Jemena Leadership Development Program (“Storytelling for business leaders”)

NAB’s The Academy (“Storytelling for business leaders – new cohort”)

Suncorp Insurance (“Storytelling for business leaders”)

SEE AND HEAR SHAWN IN ACTION

 Building a Collaborative Workplace (<http://vimeo.com/3448097>)

 Leadership Storytelling Podcast (<http://www.anecdote.com.au/ShawnCallahanOnLeadershipStorytelling.mp3>)

CONTACT

If you would like to book Shawn for a speaking engagement, please contact:

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