



This is the St Chris Stories info sheet

Stories make people, perspectives, and disconnects visible. Over 12 days we've collected stories of 16 people who use the Meeting Place, a Drop-in Centre in downtown Toronto. These stories raise big questions - such as, "*Is too much belonging a barrier for change?*" Questions that are relevant for organizations working with people who are homeless, precariously housed, or struggling with addictions. Along with organizations trying to build a sense of community.

Learning packages

We want to share the stories, techniques we used to collect them, along with the practical ideas that emerged. We find these materials can spark problem-solving across different contexts. How? By helping organizations develop the 5 different skills we use to surface gaps and develop interventions. We've crafted learning packages around each skill.

- 1) **Interrogation skills** to question the status quo by starting with people's everyday lives
- 2) **Synthesizing skills** to make sense of people's stories in fresh ways, and find surprising patterns & segmentations
- 3) **Brainstorming skills** to come up with loads of concrete ideas, based on new segmentations & existing theory
- 4) **Organizing skills** to set-up the story collecting process with 'end users,' staff as well as stakeholders
- 5) **Stretching skills** to inspire and expand your reference points - from other countries, sectors, and content domains

Help us to pay for on-the-ground work

We try to sell these learning packages to multiple organisations. To make the process accessible to lots of folks. So we can raise the funds to invest in another piece of ethnographic work. In a place, and with organizations, who would not be able to finance such time-intensive work upfront. By self-financing the ethnographic work, we retain the independence to ask the tough questions and gain flexibility to bring on board new partners. This is a new business model, which still needs testing and tweaking. Can you help us learn?

Why stories?

We can't keep recycling the same services, the same thinking, the same stagnant outcomes. We think stories offer new insights for moving forwards. Stories that start from where people are: the Meeting Place, the street corner, Tim Horton's, and the Health Centre. They describe people's day-to-day experiences, motivations and behaviours. And their interface with current services, policies and systems. What's creating change? What's standing in the way? What exactly can we do differently?

Learning Menu

Interested in any of the packages?
Get in touch to find out more about content & pricing

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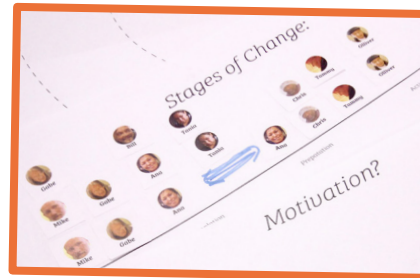


Package 1:

Build your skills for interrogation

Learn how ethnographic research is used to critically explore people's everyday lives:

- Read 5 longer stories of people who use the drop-in centre
- Background reading on 5 theories used for analysis
- Listen to a podcast with snippets of the interviews
- Try out discourse analysis and pattern making yourself
- Ask us questions in a Webinar



Package 2:

Hone your skills for synthesizing

Learn about using segmentations to surface fresh insights & ideas.

- Read 5 stories of people who use the drop-in centre
- Listen an explanatory podcast
- Background reading on 5 theories for idea generation
- Get blank segmentations to try with your service users
- See our segmentations & early ideas, and compare with yours
- Ask us questions in a webinar



Package 3:

Try your skills for brainstorming

Learn how to take the St Chris stories and apply the thinking to your own context.

- Tell us the challenges facing your organization, and we'll curate 5 stories that bring those themes to the surface
- Use the learning guide with questions to spark discussion among staff
- Webinar to guide you to come up with questions & early ideas

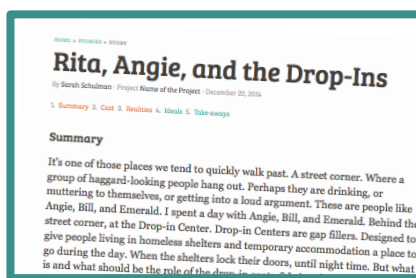


Package 4:

Explore your organizational skills

Learn how we collected stories, and the process of engaging members & staff in ethnographic work.

- Get 3 stories of people who use the drop-in centre, and our 'behind-the-scenes' notes
- Get a copy of all the visual prompting tools we used with members of the Drop-in centre and staff, with description
- A Webinar with our reflections about the process



Package 5:

Practice your stretching skills

Subscribe to monthly story sets, and establish a lateral thinking routine in your organization.

- Receive monthly stories as a regular source of ideas
- Take part in webinars and ask questions to the story authors
- Practice lateral thinking with materials to help you apply the thinking to your context
- Support us to collect stories about unusual suspects



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