



# To understand how a system is changing, we need to pay attention to how narratives are changing

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# We are all natural story tellers

## When we tell stories



- we ourselves make sense of our world, of events and how different fragments of information fit together
- we mix intention, interpretation and interaction
- for any statement to have meaning the narrator and the listener assume a shared context
- stories also carry ambiguity, and their meaning can be interpreted in different ways in different contexts

# How to capture change in a system of distributed agents?

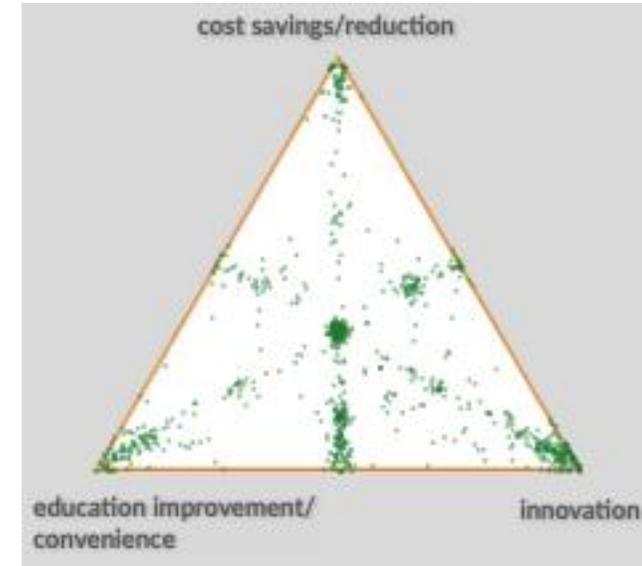
1. Get lots of people to share their experiences and anecdotes of changes in their context
2. Capture their stories in their voice
3. Let the narrators self-interpret/code/make sense what their stories meant
4. Observe the patterns

This approach will reveal more about the different identities, perspectives, alternatives, decisions, environment and decision points of the narrators.

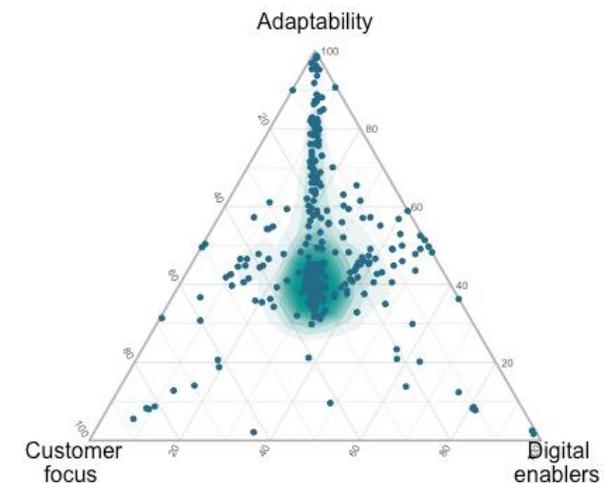


# What do we do with all the data?

1. When we analyze the story fragments, we consider both the individual stories AND the patterns of how different stories are self-interpreted/indexed
2. Ask: **what must we amplify** to hear more stories like these....and **what must we do to dampen** to hear less stories like that?
3. Collectively look at the same dataset, and let different decision makers interpret the data according to their mandate, authority, and resources



Moving forward, we need ...



The GQSP-SA project invites **essential and vegetable oil producers** in Southern Africa to share their experience with improving the quality of their oils

You can also download **Sensemaker** App from the Apple Store or Google Play



[bit.ly/qualityoilstories](https://bit.ly/qualityoilstories)



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If you are a supporting organisation or a buyer, ask:

- What are the stories you hear all the time?
- What are people not telling you, but they may be telling others?
- What do we have to do to amplify **“more stories like these”** and dampen **“fewer stories like those”**?



# Thank you for participating

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