What a difference a metaphor makes?: Exploring the impact of the choice of metaphor used

Maaike Nooitgedagt\textsuperscript{1}, Wendy Nieuwland\textsuperscript{1}, Penny Tompkins\textsuperscript{2} & James Lawley\textsuperscript{2}
\textsuperscript{1}Gewoon aan de slag, authors of Veranderen 3.0; \textsuperscript{2}The Developing Company, authors of a.o. Metaphors in Mind)
wendy@gewoonaanandeslag.nl; maaike@gewoonaanandeslag.nl

'Gewoon aan de slag' specialises in facilitating change in organisations \textit{from within}. In their change facilitation they often actively elicit & develop metaphors (using 'clean language'). Their approach to facilitating organisational change is called 'Change 3.0' and is explained in detail in their book 'Veranderen 3.0', which describes seven essential principles to working this way.

In this session Maaike Nooitgedagt and Wendy Nieuwland work together with their UK colleagues Penny Tompkins and James Lawley (keynote speaker on day 1).

We will be exploring a central topic (e.g. valorisation of metaphor research, using metaphors, collaboration) from the perspective of different kinds of metaphors that can be used to approach this central topic. You will be part of developing these metaphors to a next level as a group, and explore what impact the choice of metaphor has on how you will approach this topic.

Expect to actively explore, challenge and co-create, not to sit down and be informed.