

Katie Thompson

CTC693

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Assignment 6

## Narrative Outline

### **Introduction**

In the introduction I will set the stage for the report, talking about why I wanted to work on this report. I'll give some background into my interest in the degree itself and my role at my company, as both of those are key pieces of context to understanding my situation.

I will leverage strategic personal planning to talk about how I got here.

From there, I will move into a description of the challenge I see at my organization and why I chose it for my action research project.

### **Inquiry / Situation**

In this section I move into a deeper description of the challenge I'm facing, covering specific details about why it's a problem, how we got to this place, and how I suspect we got here (uncovered through research interview).

I'll also talk about the broader landscape: why is customer centricity so important? How are other organizations benefiting from it? Who does it well? What do they do that allows them to be so good at it? The answers to these questions will not only help me make the case for my action research project, but they will also provide some best practices that we could adopt.

### **Constituency Building Epicycle**

I'm going to talk about constituency building at this point in the report because it's between two sections that will require quite a bit of it. In my inquiry into the current situation I will have to have a lot of conversations with my colleagues about *why* things work the way they do today. I will also need their input to plan future improvements. Therefore, in this section I will talk about how these interviews will feed my action research planning, but also help me build constituency.

### **Proposing & Planning Actions**

This is the section where I lay out my analysis and the outcome of that work. I'll have all the inputs from my internal conversations and industry research that I gathered above, and now I'll

be able put together a proposed plan of action for how to improve. It will include the 2-3 focus areas so that I'm managing the scope, and the action research tools required for them to be successful (such as an evaluation clock).

### **Building constituency**

I'm going to bring in constituency building again to highlight its importance. The work I'll be proposing in the above section requires changes from many people, so here I'll talk about how I will re-engage in dialogues with the analysts and with the clients. If they have major objections, I will move a few steps back in the process and put together a new plan.

I suspect most of my conversations will be 1:1, but if I think I'll have a use for any of the group work tools or asynchronous dialogue tools, I will pull them in here.

### **Implementation**

This is the section where I'll talk about how the actual implementation will go. Who am I going to engage? What do I need them to do? How will I be monitoring the success?

Since it will be an iterative process that may require going back to previous sections and repeating, I'll pull in the necessary details from the above sections to showcase how that would happen.

### **Evaluation**

This is the section where I'll pull together the pieces of evaluation clocks and success metrics that have been weaving in and out of previous sections. I'll paint the picture for my ideal end state and how these actions and evaluation tools will help me get there.

To be comprehensive, I'll also talk about strategies for "righting the ship" or "course correcting" if things are not going according to plans, or I'm struggling to build constituency, etc.

### **Reflection / Dialogue / Conclusion**

This is the section where I'll wrap everything up. I'll talk about how I feel about the project, but I'll focus on my own journey getting here. Where did my own reflections come into play? How did my conversations with my classmates impact my work?