



A New Model for Collecting and Sharing AI Stories AI Story Gathering and the Business as an Agent of World Benefit Global Inquiry

Appreciative Inquiry Case Study

CASE | Weatherhead
School of
Management
Case Western Reserve University

I have now seen the future of positive organizational learning, collaboration, and knowledge sharing. It is real. It is exciting. And the potentials are vast.

– David Cooperrider, Case Western Reserve University

The Center for Business as an Agent of World Benefit (BAWB), housed at Case Western Reserve University, is a grass-roots effort by educational institutions, businesses, and individuals to collect stories and best practices from around the world. This initiative represents a 10-year search for stories of small and large businesses that provide leadership on many levels — stories that demonstrate new business models and practical approaches that embrace a holistic approach to providing value, far beyond simply generating revenue and profit. This global research initiative focuses on profiling organizations and individuals who see themselves as part of a larger whole and view their role as trustees for generations to follow. These individuals and organizations can be found in any country in the world and make unconventional choices about materials, packaging, manufacturing methods, community engagement, and the way they treat their employees.

To advance its effort, BAWB integrates face-to-face meetings, online events and an online collaborative community to support its global affiliates. In addition, an Appreciative Inquiry “online story gathering tool” was created and integrated into the online environment to allow for community-based story collection, sharing, searching, analysis and ranking. This tool can be easily customized to support variations of the standard BAWB interview protocol and is currently available in four languages.

BAWB recently held a three-day international conference that included over 800 people from 50 countries was conducted as a strategy for launching the community and beginning the process of creating

a global dialogue and inquiry. An initial set of compelling case studies were gathered and provided to participants, including interviews with Peter Drucker, the father of modern management theory, and Bob Stiller, CEO of Green Mountain Coffee Roasters. Recorded video presentations, streaming PowerPoint slideshows, online meetings and discussions, a resource center, and other activities provided additional information and networking opportunities for attendees.



The global inquiry is now underway. BAWB has established key partnership with the United Nations, the Aspen Institute and other organizations to develop its ongoing community focused on supporting regional groups and individuals from around the world.

For More Information

To learn more about OvationNet, including introductory AI workshops by David Cooperrider, AI online learning modules, the AI Toolkit for online story gathering and the OvationNet Web Portal, contact:

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