USING APPRECIATIVE INQUIRY
to create a network of Security Champions that went viral

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.Layer 8
we’re stuck in a perpetual loop and not seeing changes in behaviour
security champions:

- 2-way communicators
- instigate change at grassroots
- measure change in behaviour
step 1: focus
In 2014, an energy company used Appreciative Inquiry to save 7-million vehicle trips, equal to 460,000 gallons of petrol and prevent 5,700 metric tons of CO2 emissions.

source: meetingoftheminds.org
Appreciative Inquiry

START with a set of core values

DISCOVER

DELIVER

DREAM

"we live in the world our questions create."
David Cooperrider

"Organisations move in the direction they study."
David Cooperrider

www.layer8ltd.co.uk

www.davidcooperrider.com

Appreciative Inquiry Applied
step 2:
what do you stand for?
Tell me a story about a time you felt your role as a protector of Openreach made you feel alive, involved, enthusiastic and committed to your work?
change begins the moment we start to ask questions
step 3:

designing conversations
great appreciative inquiry questions:

...every question you write is inviting a story...
focusing on the relationship brings better results than focusing on the task.
step 4: a framework for collaboration
conversations change culture
What had we learnt?

- Change begins the moment we ask questions
- Focus on relationships rather than tasks to create long-lasting effective results
- Allow people to go through their own loop of change
Provocation checklist:

**make it:** PROVOCATIVE
GROUNDED
DESIRABLE
BOLD

#SecAwareSummit
@layer8ltd
30-day action plan:

1. **FOCUS** - decide what you want to change
2. **QUESTION** - what question will get people talking
3. **WRITE** - a new provocation incorporating what you've heard
4. **FIND** - people who are inspired by your provocation
5. **BOOK** - a room and invite them to start designing a new future
let's chat:

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