Assessment Brief
Module 3 Using story to prototype change and innovation

Assessment instructions

General guidance

This is a formal assessment for which the quality and accuracy of your work will be assessed. It is therefore important that you carry your work out to the highest standard you can. You should show how well you know and understand the subject and how you are able to use your knowledge and skills to complete the tasks below.

Tasks context

You may want to relate your answers to an organisation that you work in. If you are not currently working within an organisation, then you may complete the tasks in relation to an organisation with which you are familiar. This could include experience of working in a voluntary capacity.

Conditions of assessment

You must carry out the tasks by yourself. You may research and collect the information you want to use under unsupervised conditions.

Authenticity of work

The work submitted should be your own work. You must acknowledge any work that is not your own using a recognised referencing notation and present direct quotes from other sources in quotation marks.

You must make a formal declaration of authenticity (ie that the work is your own). This is a prerequisite for an assessment to take place because no investigation for plagiarism can be carried out without this confirmation.

A declaration of authenticity is included in Contented submission cover sheet, included in the Contented Plagiarism Policy.

Types of evidence and word count

A written report is the main way to complete the task. If an alternative assessment method is used (eg a presentation, professional discussion, etc.), written approval must be gained in advance from Contented's Quality Manager.

The suggested word count for this unit is 2,500 - 3,500 words, not including appendices.

You should complete all of the following tasks in the order listed below. Each of the descriptions and explanations given should be detailed, correct and appropriate to your context.

Assignment Tasks

Your supervisor at work has assigned you to a new project experimenting with digital storytelling as a tool to support change and innovation within the organisation.

You have been asked to provide information to clarify how this might work, its purpose and potential, and develop a new content product to capture and promote insights from within your organisation.

You'll do this by keeping a regular diary on your own learning and development and turning it into a digital story that shares your own insights with your managers. This assignment will provide an opportunity for you to develop yourself while showing your knowledge and understanding gained from your learning programme, experience, study and research.

Please provide an answer to EACH of the following tasks:

Task 1

Write a short report on how story mechanisms can support both change and audience engagement.

In this task, you are showing your comprehensive understanding of the concept of storytelling and the practise of telling concise stories. You should introduce the rationale for storytelling to your organisation by:

1.1 Justifying and applying story mechanisms in supporting change and audience engagement.

Task 2

Apply story tools to analyse challenges and promote thought-leadership.

2.1 Use the THREE acts and TWELVE chapters of the Innovator's Way story framework to structure a contemporaneous journal reflecting across the Institute of Leadership and Management's SIX dimensions of leadership.

2.2 Identify and describe a specific personal or work context with a challenge and need.

2.3 Recognise and analyse at least THREE character archetypes involved in the change process, TWO decision-making pathways, and describe them in the language of story.

2.4 Practise an extended epistemology, including at least ONE non-verbal mode of knowing.

2.5 Write a text debating a theme and arriving at a conclusion.

2.6 Evaluate a possible flaw in thinking, lessons learned or other value derived through the process.

Mark Sheet attached.

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