

Appreciative Inquiry (AI)

Using AI data in MULTIPLE CONTEXTS

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WALDEN UNIVERSITY
A higher degree. A higher purpose.

Positive Topics

Instead of fixing problems – **Dream Possibilities.**
Use a **culture** built on **positive accounts** of **peak performance & demonstrated strengths.**

Marketing

- Use stories and quotes as **marketing information**, in newsletters, on websites
- Gather comment cards from **clients and other stakeholders** on a **continuous** basis

Morale

- Use stories in organization **newsletters**, company **awards**, leadership teams
- Use open-ended questions on employee **surveys** (track positive and negative comments as a gauge of morale)
- Gather comment cards **continuously** from employees.
- Start **meetings** with a review of **accomplishments.**
- Use AI steps to chart **personal or career growth**

Evaluation

- Study **causes of success.** What makes your place great?
- Use AI with **all levels of leadership:** executive teams, department leaders, employees
- Encourage **stakeholders** (of **ALL abilities**) to submit positive stories of peak performance
- Build a **positive culture** using **continuous evaluation**

What other uses do you find for the positive stories in AI data? Email ideas! ↓

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AI Steps

- **Discover** (What works?)
- **Dream** (What's Ideal?)

- **Design** (Action steps)
- **Destiny** (Sustain Vision)