

11 January 2023

PAPER CLASSIFICATION: OPEN

Council

WORLD CAFÉ ON INSPIRING STORIES

(Note by Jolyon Caplin. If you have any questions on this paper before the meeting, please contact Jolyon Caplin by email jolyon.caplin@npl.co.uk)

1. Issue

To provide background and guidance for a World Café break-out session.

2. Timing

Council meeting, 19 January 2023.

3. For Discussion

Council is invited to discuss the questions in the attached Appendix during the World Café session.

4. World Café

Council meetings typically include some time for members to consider a specific topic in a break-out, *World Cafe* type format. Output from these can be subsequently developed into a report to the Board of Trustees.

5. Background

5.1. At its meeting on 22 November 2022 Council agreed to hold a World Café on Inspiring Stories.

5.2. In support of the President's theme of "Communicating individuals' professional journeys and stories" (Inspiring the next generation) a Council Working Party has begun to consider how to bring this alive through the question "How can the IET share individuals' stories and professional journeys as a source of inspiration?".

5.3. The aim of the attached Appendix is to provide some guidance for the wider body of Council members to give early input through a World Café session at the Council meeting on 19 January 2023, which will include discussion time within group breakout sessions.

6. Risk

No risks have been identified in connection with this paper.

7. Resources

No resource issues have been identified in connection with this paper.

World Café Brief for Inspiring Stories

In support of IET President Prof. Bob Cryan's priority theme for "Communicating individuals' professional journeys and stories" (Inspiring the next generation) an IET Council Working Party has begun to consider how to bring this alive through the question "**How can the IET share individuals' stories & professional journeys as a source of inspiration?**".

The aim of this short paper is to provide some guidance for the wider body of Council members to give early input through a *World Café* session in the 19 January 2023 online meeting, which will include discussion time within group breakout sessions.

'Inspiring Stories' Considerations

Potential Target audiences

- students in education
- trainee engineers
- career changer
- practitioners

The Purpose - to help individuals

- make career / professional choices
- gain confidence
- improve practice

Essential Process

- Acquisition;
- Curation; and
- Distillation of actual experience in the form of stories

Content Storage

- large capacity for text and multimedia
- safe keeping
- ease of controlled access

Content Delivery

- convenient channels
- user selection
- integral feedback
- enabling diversity and inclusivity

Content Maintenance

- ranking based on use and feedback
- updating and correction
- background channel needs

The nature / form of the stories' content

Determination of the method and means for acquiring and making available Inspiring Stories.

Each Story may have one or more of the following components:

1. Accurate title – for clear indication of scope and benefit
2. Keywords – for quick search
3. Abstract – guidance on coverage and benefit
4. Full text – magazine or paper style
5. Multimedia – audio or video

Items 1 and 2 are required for each story. Items 3, 4 and/or 5 may not be available initially but should be added seamlessly when ready.

Prior thinking

Our sub-committee (Wai Yie Leong, Susan Jones, Benjamin Obiri-Bonney, Rob Anderson, Senamiso Mathobela, Ian Phillips, Jolyon Caplin) has discussed around the concept and issues, mostly via Teams chat, with many valuable points brought out. These are summarised here:

- This appears to have good potential if designed and presented correctly
- There are many initiatives and sources of material already available
- Some material may need adapting for purpose
- The very wide scope requires effective classification, also allowing for interpretations
- Material in development can be trialled locally before full release
- Assessing demand will guide need for resources
- Good use can be made of IET publishing channels

This initiative is non-trivial and may require significant resources, at least in getting it up and running. But arguably it aligns well with the IET's purpose of sharing information in a modern, relevant way, so the prize may justify the effort entailed.

How the World Café can help...

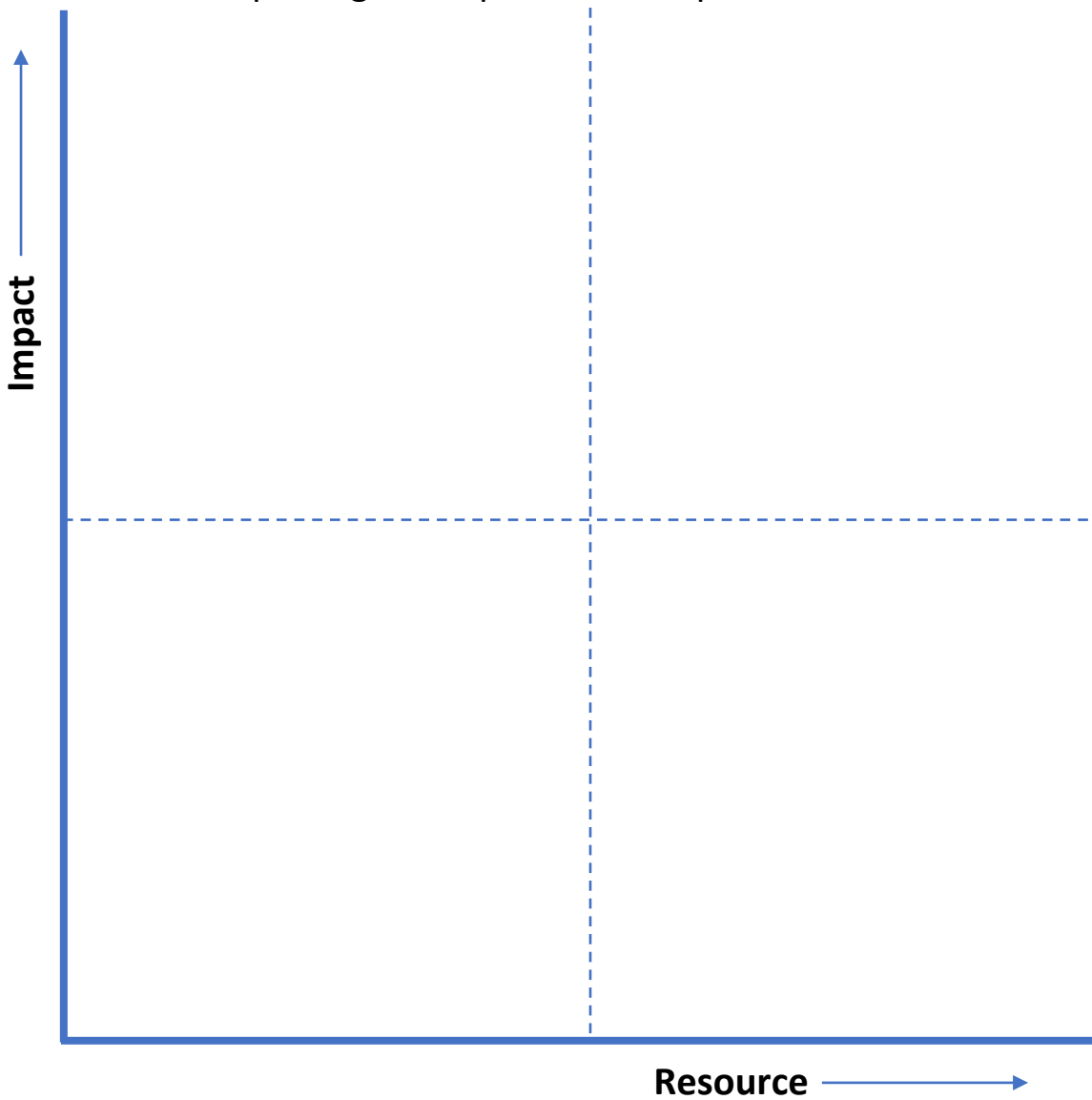
Input from Council Members is sought in *World Café* groups though the following sub-questions:

1. What have we missed and what are the burning priorities?
2. How would you capture / plot significant project steps and aspects in terms of Impact vs Resource Required?

*** You could use these graphic organisers to record your inputs ***

Aspects missed	Burning priorities
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Solution placing – comparison of impact and resource



Each group within the *World Café*, will be assisted by a member of IET staff with related expertise:

Simon Timmis - Head of Brand, Digital and Impact Marketing and Head of Corporate Communications

Evanna Gale - Content and Engagement Manager with responsibility for EngX

Mark Reynard - Head of IET.TV

We look forward to hearing summary feedback from each group on completion of the breakout phase.