



New from The World Café and Berrett-Koehler Publishers

by Juanita Brown with David Isaacs
and the World Café Community

Conversation matters!

The World Café is a simple yet powerful conversational process that is changing the way that people talk together about what matters to them. Based on living systems thinking, this flexible, easy-to-use approach to dialogue introduces seven integrated design principles that connect diverse perspectives in innovative ways—leading to collaborative relationships, breakthrough thinking, and new possibilities for action, even in very large groups.

Beautifully illustrated, and filled with stories from business, community, educational, and multi-stakeholder settings, this uniquely crafted book integrates both theory and practice, offering exciting opportunities for anyone who wants to convene or host “conversations that matter.” The range of applications and results from across the world are impressive—engaging strategic planning among corporate executives; spurring academic improvement in school systems; and engendering respect among people on opposite sides of difficult conflicts. These stories and many others from such varied settings as Hewlett Packard, the American Society for Quality, and the nation of Singapore, demonstrate how the World Café approach can be adapted to any setting or culture.

Table of Contents

Prologue: We Can Be Wise Only Together, <i>Margaret J. Wheatley</i>	8. Principle 6: Listen Together for Patterns, Insights, and Deeper Questions
Introduction: Beginning the Conversation: An Invitation to the World Café	9. Principle 7: Harvest and Share Collective Discoveries
1. Seeing the Invisible: Conversations Matter!	10. Guiding the Café Process: The Art of Hosting
2. Conversation as a Core Process: Co- Creating Business & Social Value	11. Conversational Leadership: Cultivating the Field of Collective Intelligence
3. Principle 1: Set the Context	12. The Call of Our Times: Creating a Culture of Dialogue
4. Principle 2: Create Hospitable Space	Afterword: Discovering the Magic of Collective Creativity, <i>Peter M. Senge</i>
5. Principle 3: Explore Questions That Matter	Epilogue: How Can We Talk It Through?, <i>Anne W. Doshier</i>
6. Principle 4: Encourage Everyone's Contribution	Connections and Resources
7. Principle 5: Cross-Pollinate and Connect Diverse Perspectives	

“This book is required reading for anyone who cares about a better tomorrow. *The World Café* offers tools that can convert analysis into profound change and provides a structure for connecting people that is pure genius.”
—Peter Block, author of *Stewardship* and *The Answer to How is Yes*

“*The World Café* is an innovative social technology that can access collective wisdom. It is a must-read and a must-practice for all researchers and practitioners of social transformation and organizational change.”
—Claus Otto Scharmer, Senior Lecturer, MIT Sloan School of Management, and coauthor of *Presence: Human Purpose and the Field of the Future*



Available now from www.amazon.com www.bkconnection.com
or your local bookseller (ISBN 1-57675-258-5)

Visit www.theworldcafe.com for more information