



ACTIVITÉ DU GÉPS*

Journées du discours stratégique

31 Oct – 1 Nov 2011

Strategic Discourse Days

*Les Activités du GÉPS sont organisées en collaboration avec la
Chaire de recherche du Canada en gestion stratégique en contexte pluraliste

**STRATEGIC DISCOURSE DAYS/ JOURNÉES DU DISCOURS STRATÉGIQUES
PROGRAM – (Version 28/10/11)**

N.B. Unless otherwise mentioned, activities will take place on 3rd floor, HEC Montréal, 3000, Côte-Ste. Catherine Rd. It is best to take the “ascenseurs nords” (North elevators) up to the floor to find the rooms. See last page of program for a floor plan.

FOR WIFI ACCESS IF FROM OUTSIDE: NETWORK: Evenements-HEC; Password: cypcHEC2011

Monday 31st October

TIME	ACTIVITY	ROOM
8:00-8:30 am	Coffee, croissants	Transcontinental
8:30-9:00 am	Welcome, introductions, objectives of workshop	Transcontinental
	PART 1: TUTORIALS	
9:00-10:00 am	Guest speaker: François Cooren, University de Montréal <i>Analyzing conversations</i>	Transcontinental
10:00-10:15 am	Break	Salon NATCAN/ Transcontinental
10:15-11:15 am	Guest speaker: Loizos Heracleous, Warwick University <i>Doing interpretive discourse analysis</i>	Transcontinental
11:15-12:15 am	Guest speaker: Eero Vaara, Hanken School of Economics <i>Doing critical discourse analysis</i>	Transcontinental
12:15-1:30 pm	BUFFET LUNCH	SGF (rez-de-jardin floor)
	PART 2: DATA EXERCISING WORKSHOPS: Choose a session	
1:30-3:10 pm	Data exercising 1A: Art, fashion and identity work Facilitator: Daniel Robichaud (English) <ul style="list-style-type: none"> • Mariline Comeau-Vallée <i>Drawings by health care professionals</i> • Fernando Fachin <i>Fashion, materiality, identity</i> 	Lausanne
1:30-3:10 pm	Data exercising 1B: Changing stories Facilitator: Loizos Heracleous (English) <ul style="list-style-type: none"> • Gwyneth Edwards <i>CEO emails during turnaround and decline</i> • Silke Bücher <i>Changing stories in a hospital</i> 	Sapporo
1:30-3:10 pm	Data exercising 1C: Designers and experts Facilitator: Saku Mantere (English) <ul style="list-style-type: none"> • Davide Ravasi <i>The project room in a design firm</i> • Israël Fortin <i>Emotions in a public debate</i> 	Zurich
3:10-3:30 pm	Break	Coffee/ juice in Bangkok room Salon NATCAN

3:30-5:10 pm	Data exercising 2A: Analyzing meetings Facilitator: François Cooren (English) <ul style="list-style-type: none"> Charlotte Cloutier & Curtis LeBaron: <i>An industry association meeting</i> Henrika Franck <i>Humour in meetings</i> 	Édouard-Montpetit
3:30-5:10 pm	Data exercising 2B: Analyse interprétative de discours Facilitator: Hélène Giroux (français) <ul style="list-style-type: none"> Joëlle Basque <i>Focus group à la GRC- manifestations identitaires?</i> Kafui Dansou <i>La GRH en contexte africain</i> 	Lausanne
5:10-6:00 pm	Wrap-up – social hour	Édouard-Montpetit
7:00-10:00 pm	DINNER	Paris-Beurre 1226, Av. Van Horne

Tuesday 1st November 2011

TIME	ACTIVITY	ROOM
8:00 am	Coffee, croissants	Paris
8:30-9:00 am	Reflections : “Best insights so far” Facilitator: Charlotte Cloutier	Paris
9:00-10:30 am	Data exercising 3A: Critical eyes on CSR Facilitator: Eero Vaara (English/ French) <ul style="list-style-type: none"> Valérie Michaud & Viviane Sergi <i>Bcorp’s annual report</i> Jean-Pascal Gond et al. <i>English and French shale gas news reports</i> 	Lausanne
9:00-10:30 am	Data exercising 3B: Analyzing interactions Facilitator: Curtis LeBaron <ul style="list-style-type: none"> David Oliver & Israël Fortin <i>Identity work with Lego bricks</i> Virpi Sorsa <i>Performance appraisal interviews</i> 	Paris
10:30-10:45 am	Break	Paris
	PART 3: PAPER ROUND TABLES	
10:45-12:15 am	Round table 1A: Strategy as practice Facilitator: Ann Langley <ul style="list-style-type: none"> Silke Bücher <i>Change in hospitals</i> Eero Vaara, Virpi Sorsa, Ann Langley <i>Political, discursive and textual agency</i> David Oliver <i>Identity construction and the paradox of innovation</i> Discussants: Henrika Franck, Louis-Félix Binette	Bangkok

10:45-12:15 am	<p>Round table 2: Identity , discourse and materiality</p> <p>Facilitator: Davide Ravasi</p> <ul style="list-style-type: none"> • Pikka-Maaria Laine <i>Strategizing as identity performance</i> • Israël Fortin <i>Discourse and legitimation in public forums</i> • Charlotte Cloutier <i>Artifacts and strategizing</i> <p>Discussants: Kafui Dansou, Valérie Michaud</p>	Lausanne
10:45-12:15 am	<p>Round table 3: Strategy and discourse/stratégie et discours</p> <p>Facilitator : Linda Rouleau (français/ anglais)</p> <ul style="list-style-type: none"> • Isabelle Piette et Linda Rouleau <i>Le plan stratégique et le discours dominant</i> • Sacha Ghadiri <i>Identity work among consultants</i> • Fernando Fachin <i>Entrepreneurial identity and materiality</i> <p>Discussants : Viviane Sergi</p>	Sapporo
10:45-12:15 am	<p>Round table 4 : Discourse and institutional issues</p> <p>Facilitator: Jean-Pascal Gond</p> <ul style="list-style-type: none"> • Yuan Li <i>Rhetorical casuistry</i> • Alex Bitektine <i>Institutional strategies of emergent industries</i> • Saku Mantere <i>Narrative attributions of failure</i> <p>Discussants: Isla Milne, Gwyneth Edwards</p>	Zurich
12:15-2:00 pm	<p>Conférence du GÉPS: Loizos Heracleous</p> <p><i>Organisational discourse and the social construction of meaning</i></p>	Paris Lunch box
2:00-3:00 pm	<p>Closing panel : Workshop learning.</p> <p>Viviane Sergi, Davide Ravasi, Curtis LeBaron, Henrika Franck</p>	Paris

For our visitors from outside Montréal and MOWW member faculty

3:30 pm – 5:30 pm **Montreal Organizations Writing Workshop (MOWW) Special Session**
6:00 pm Informal dinner

PARTICIPANTS

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Trans-continental

Salon NATCAN

Lausanne

Zurich

Bangkok

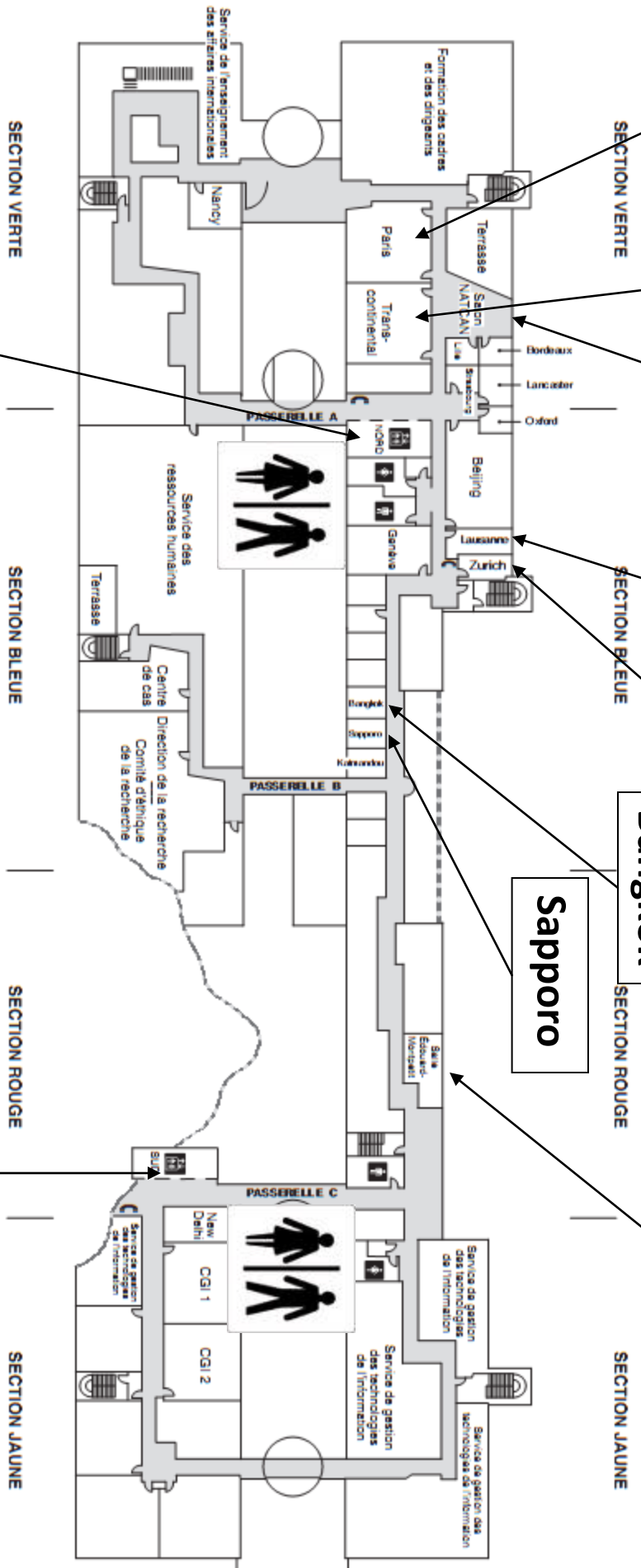
Sapporo

Édouard-Montpetit

Paris

Chemin de la Côte-Sainte-Catherine

Faculté de l'aménagement de l'Université de Montréal



**Salles 3^e étage
Rooms 3rd floor**

**Ascenseur nord
North elevator**

**Ascenseur sud
South elevator**