

LITERATURE, ETHICS, AND AUTHORITY
15.269

Class #1: Wednesday 7 February 2001

Read:

Shaw, Brown, Bromiley, “Strategic Stories: How 3M is Rewriting Business Planning” (course packet)*

Du Bose Heyward, The Country Bunny and the Little Gold Shoes**

Frank Gilbreth and Ernestine Gilbreth Carey, Cheaper by the Dozen (course packet)

Study Questions:

1. In “Strategic Stories,” the authors comment: “A good story (and a good strategic plan) defines relationships, a sequence of events, cause and effect, and a priority among items – *and those elements are likely to be remembered as a complex whole.*” (p. 4) Can you think of examples from your work experience – whether in the planning process or as part of company culture – that confirm this assertion?
2. What is the “narrative logic” (p. 5) of your decision to attend Sloan?
3. In Du Bose Heyward’s story, does the Country Bunny need or receive mentoring?
4. Do the Country Bunny’s family structure and parenting style provide an appropriate model for corporate organization and management? Compare that model with the one described in Cheaper by the Dozen.

* The course packet is available from Graphic Arts, in the basement of E52.

** Books are available for purchase at The MIT Coop.