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**How Do We Talk About Followership?**  
Uncovering Emerging Followership Discourses through World Café

Israel Oyedare & Eric Kaufman



July 15, 2024



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**Session Outline**


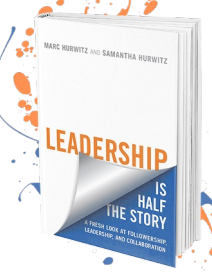
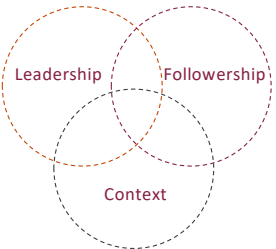
- Introduction & Background
- Literature Review
- Methodology
- Results
- Discussion of Findings



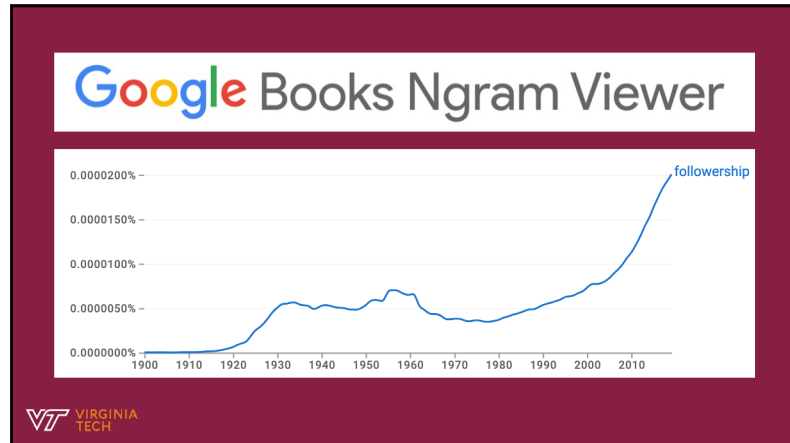
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**“The F Word That’s Shaking Up Leadership Development (and Making Millennials Smile)”** (Hurwitz, 2018)

**“Followership is (FINALLY) Equally Important”** (Sims, 2022)



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### Research Study Framing

**Purpose of the Study**

To uncover emerging followership discourses.

**Research Question**

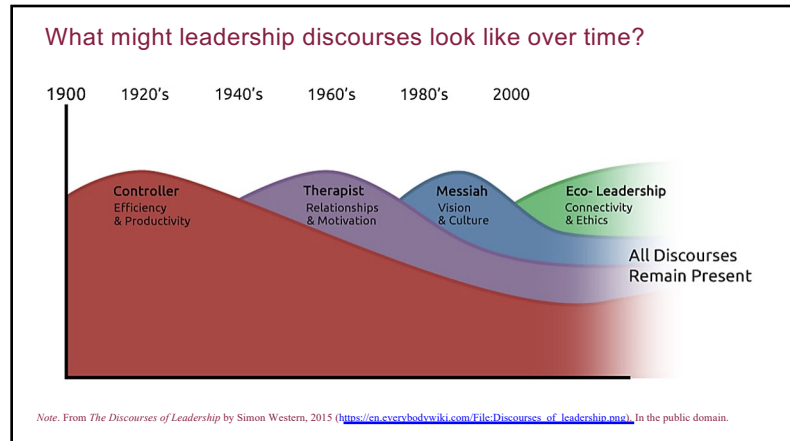
What are the characteristics of and influencing factors on followership discourses?

**Significance of the Study**

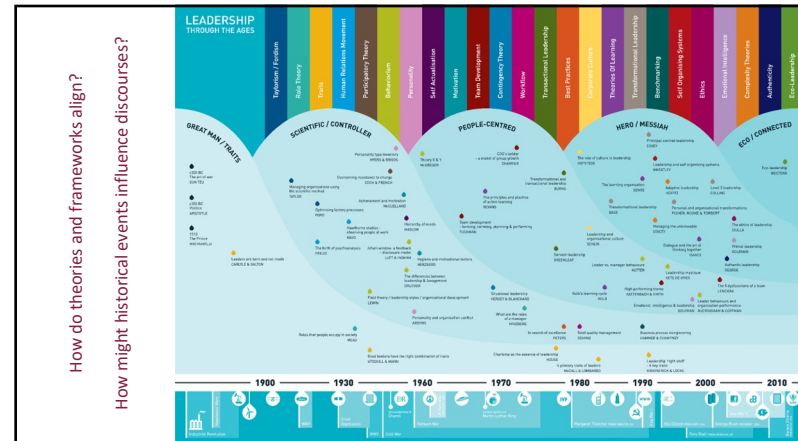
- Identifying contemporary followership discourses
- Assessing the impact of global events on the field of followership
- Amplifying the use of World Cafe data collection method for followership research

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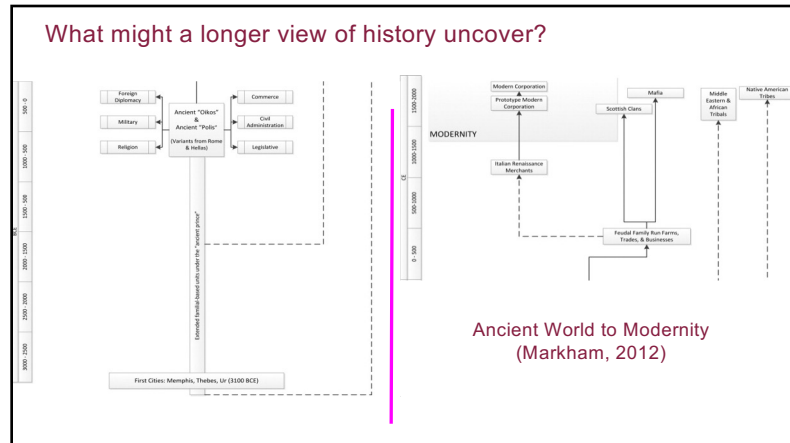
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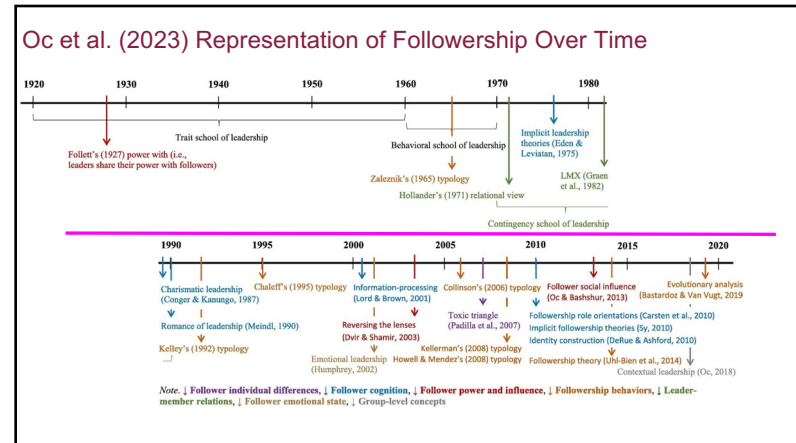
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### Data Collection

1. Gallery Walk
2. World Cafe Conversations
3. Large Group Reflection

2023 Conference Sessions:

- Global Followership Conference
- Association of Leadership Educators Conference
- International Leadership Association Global Conference

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“What are the characteristics and influencing factors of followership discourse (or social implicit theory)?”

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### Thematic Analysis of 229 excerpts

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### Maintaining Stability

**Characteristics**

- Preserving (culture)
- Status quo
- Stability
- Conventional
- Conforming (to authority)

**Example Evidence**

- "Following rules"
- "Rank equals Role"
- "Deference to power and authority"
- "Followers are necessary - Hierarchical followers"

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### Reframing Relationships

**Characteristics**

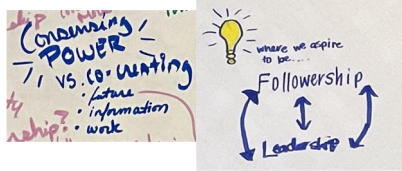
- Reforming
- Contingent
- Semantics
- Adapting

**Example Evidence**

- "Reciprocity - follow me back"
- "Social media"
- "Social network analysis"
- "Covid 19 gave mutual trusts between leaders and followers."

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## Transforming the Culture



**Characteristics**

- Revolutionary
- Progressive
- Entrepreneurial

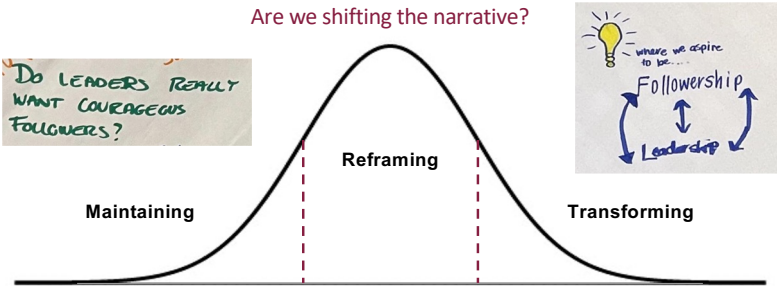
**Example Evidence**

- "Purpose, alignment and commitment"
- "Learning and continuous improvement"
- "Co-creation role with leaders"
- "Achieving goals."

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## Considering A Followership Discourse Continuum

Are we shifting the narrative?



**Maintaining**      **Reframing**      **Transforming**

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## Questions or Comments?

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**Special Issue on Followership**



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