



# New from The World Café and Berrett-Koehler Publishers

by Juanita Brown with David Isaacs  
and the World Café Community

## Conversation matters!

**T**he 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.

“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*

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Visit [www.theworldcafe.com](http://www.theworldcafe.com) for more information



Dear Friends

We welcome you to the World Café and hope you will have the opportunity to explore the very first book on this innovative approach to collaborative dialogue—*The World Café: Shaping our Futures Through Conversations that Matter*.

We have had the honor of serving as co-hosts as our collective learning journey has spread from an initial gathering of only 24 people in our living room to a global community of inquiry and practice supporting the creation of cultures of dialogue and life affirming futures on six continents. We have been overjoyed and humbled by the outpouring of interest, engagement and constructive action among those who are using World Café principles for convening and hosting conversations that matter in business, government, health, education, and community based organizations around the world.

We invite you to host catalytic conversations around important questions for your own lives and work and look forward to hearing of your learnings, insights, and discoveries.

Our warm regards,

Juanita Brown and David Isaacs  
On behalf of the World Café community

## Resources and support

Visit [www.theworldcafe.com](http://www.theworldcafe.com) for:

- Café stories from around the world
- Details on Café hosting
- Books, articles, and other dialogue resources
- Host your own Café
- Links to related websites
- Conversations!
- Information on how to join our online community practice

Or email us at:  
[info@theworldcafe.com](mailto:info@theworldcafe.com)

## Nonprofit foundation— tax-deductible contributions

All proceeds from the book will be donated to the World Café Community Foundation, not-for-profit foundation whose mission is to develop and disseminate World Café and other innovative dialogue approaches for addressing key organizational and societal questions in the service of positive futures.

You can support this work by making a tax deductible donation to the World Café Community Foundation, PO Box 783, Mill Valley, California 94941.

For more information, please email to [info@theworldcafe.com](mailto:info@theworldcafe.com) or call (415) 339-8714.

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