

**We live as metaphorical
actors in a metaphoric
reality.**

- M. Brewster Smith

The Mona School of Business and Management Inaugural Business and Management Conference

**Breaking the Barriers: Enterprise, Competitiveness, Growth and Development
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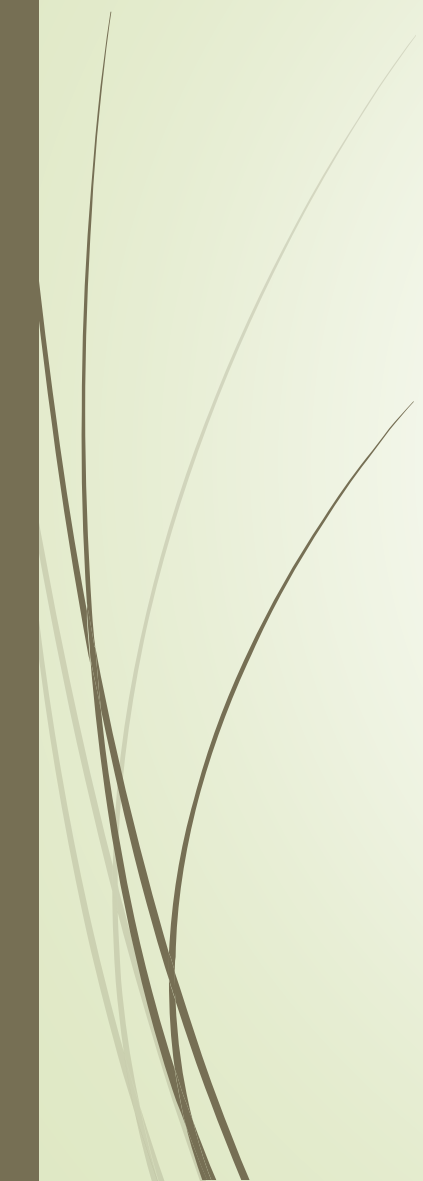


**The Metaphorical Underpinnings of Transformational
Interactions in Caribbean Organisations**

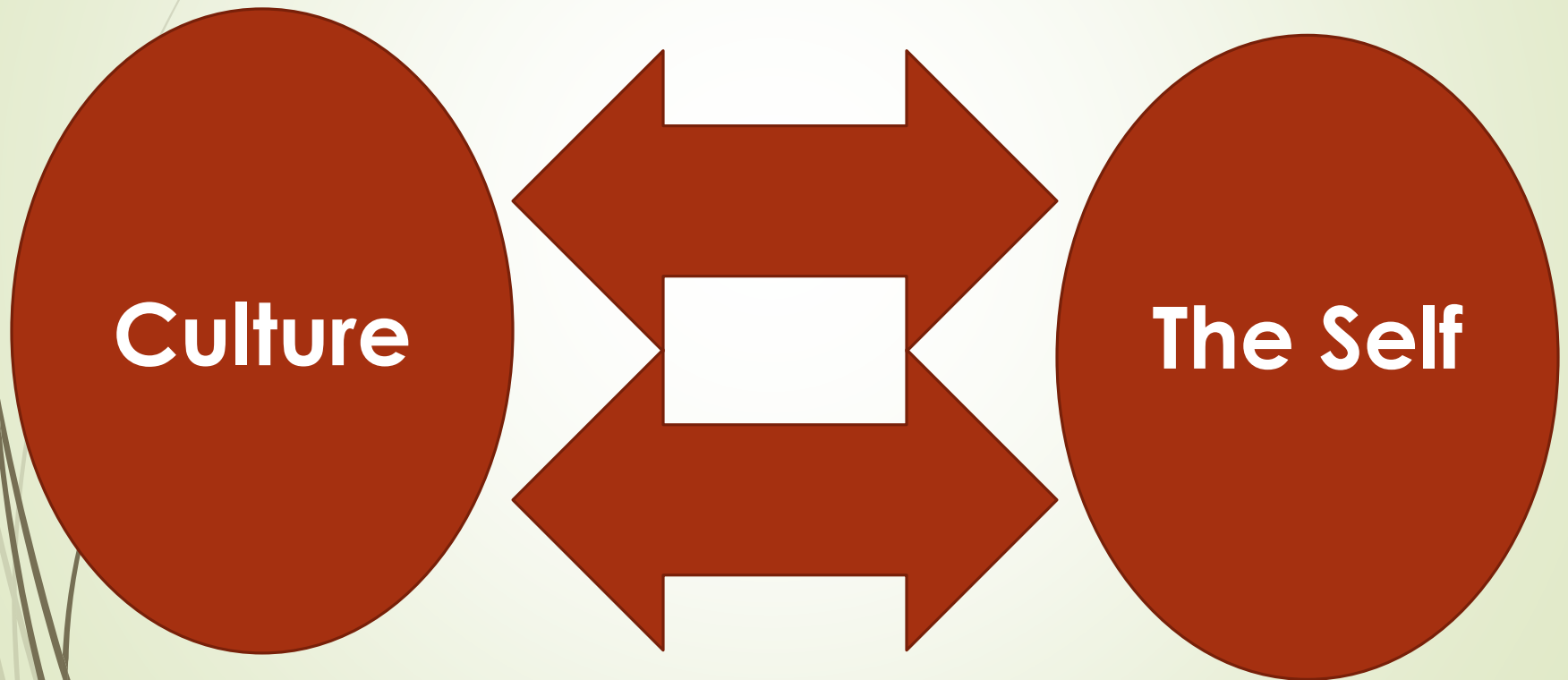
Presenters: Clement Branche & Olivene Thomas.



Outline

- **Types of Metaphors**
 - **Metaphors of the Caribbean**
 - **Metaphorical change**
 - **Organisations and metaphorical analyses**
 - **Concluding remarks**
- 

Culture and the Self






Types of metaphors

- **Metaphors have a central structural/dynamic function in language and culture.**
- **Reified in the culture**
- **Three types of metaphors:**
 - **Generative-Constitutive metaphors**
 - **Collective-Behavioural metaphors**
 - **Individual Narrative metaphors**



Metaphors of the Caribbean: Psycho-social-cultural poetics

- The variety of plantations
 - The Informal, the Lyme and the Carnival
 - Transformational informalism
- 



A Variety of Plantations

- **The Provision Ground Variations**
 - **The Civilizational Plantation**
- 



The Provision Ground Variations

➤ Provision Ground I

➤ Provision Ground II





The Civilizational Plantation

- **Errol Barrow (1986)**
 - **Ralph Gonsalves (2001)**
 - **Kirk Meighoo (2007)**
- 



The Informal, Lyme and the Carnival

- The Carnival and informalism have emerged from the same kind of meaning area.
- Carnival exemplifies creative and transformational values.
- Informalism exemplifies creativity but is generally less transformational.




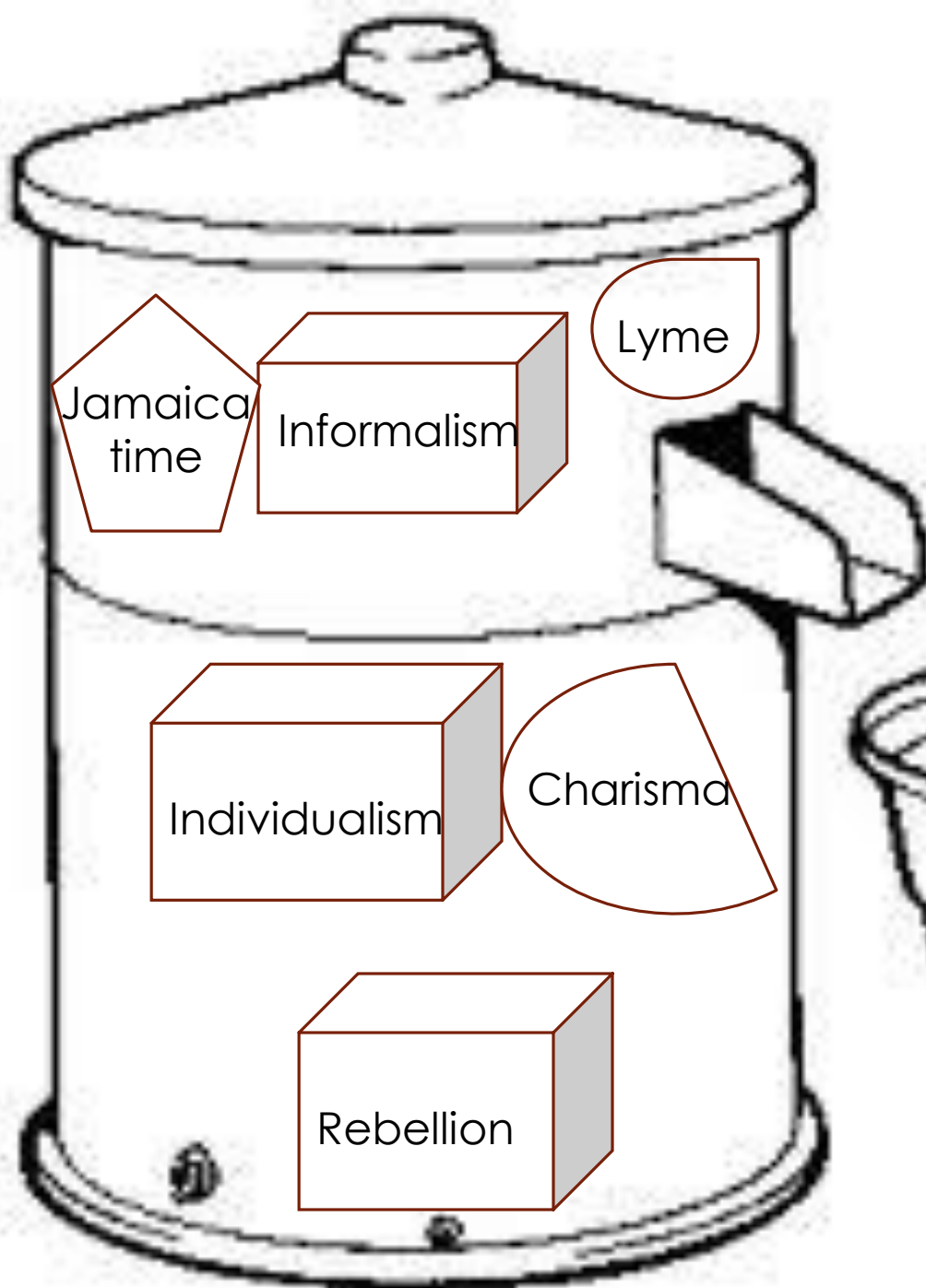
The Informal, the Lyme and the Carnival

- Advocate an intra-metaphorical conversion combining the Carnival with the Lyme.



Transformational Informalism

- Integration of informalism and engagement.
 - Gets at Caribbean motivation.
 - Expressive circles
 - Self-task integration will lead to innovation.
- 





Metaphorical change

- ➔ Cultural metaphors of the generative/constitutive type are most often subject to reification in silos and by the rules of path dependency, and are thus less than dynamic.
- ➔ Linked to social structural relations of power which are themselves reified.

Metaphorical change

- A greater metaphorical dynamism resides at the individual narrative level.
- This dynamism is generated by the exigencies of everyday life and the identity requirements in us all of positive articulation and affirmation.



Organisations and metaphorical analyses

- **The role of Caribbean organisational leadership and management.**
- **Active rather than passive engagement of leadership.**
- **Understand how metaphors are an indication of our values, behaviours and motivations.**



Conclusion

- ➔ Transformational informality is a possibility if we recognise the value of informality to and in the self of the Caribbean people.



THANK YOU & BEST WISHES
FROM
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