



DISCOVERING
CAPACITY AND
TRANSFORMING
IDENTITIES:
NARRATIVE
RESEARCH

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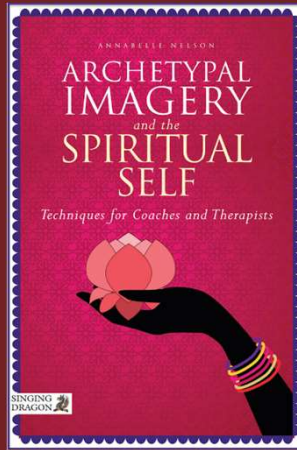
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FINDING WHAT I'M MADE OFF - STORIES OF IRON MOMS ATHLETES



FLOURISHING SELVES: STORIES OF WOMEN WORKING IN CORPORATE LATIN AMERICA



NARRATIVE RESEARCH TAPS STORIES

People are storytellers by nature. Stories provide coherence and continuity to one's experience and have a central role in our communication with others....One of the clearest channels for learning about the inner world is through verbal accounts and stories presented by individual narrators about their lives and their experienced reality (Lieblich et al, 1998, p.7)

NARRATIVE RESEARCH POSITIONALITY

Springing from a feminist perspective, narrative research is an antidote to chauvinism and exclusivity in research. As Patricia Hill Collins states narrative research is infused with the ethics of caring and the responsibility of the researcher to understand the history of participants and see the reciprocity in creating knowledge. Lived experiences are the criteria. The researcher co-constructs knowledge by endowing the participant with agency.





THE HEROINE ARCHETYPE

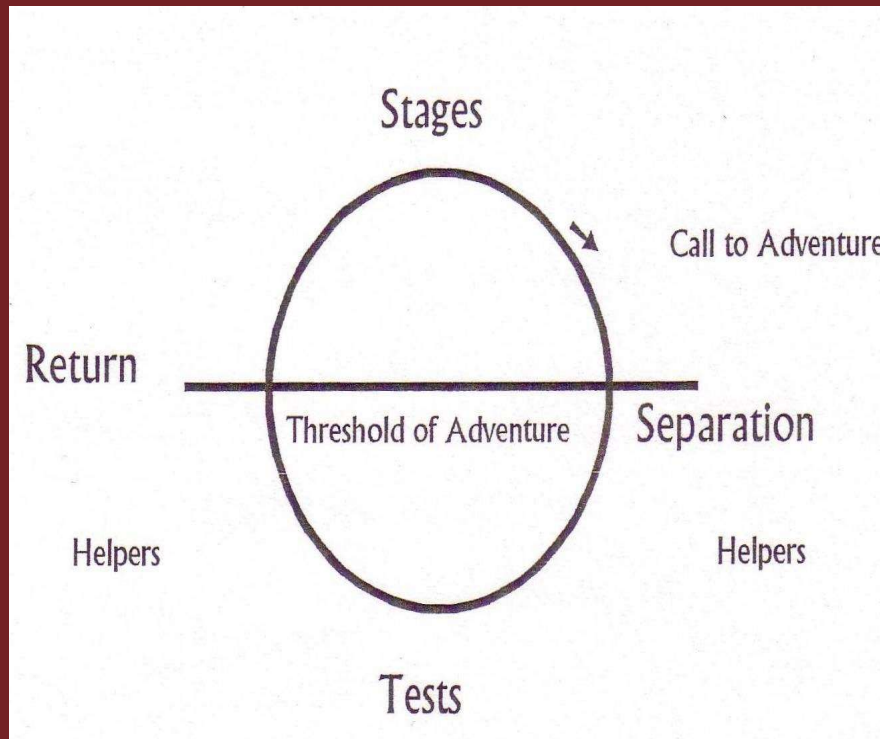
The Persona, what one presents to the world.

The Self, the authentic being, becoming the heroine

How do women transform their persona into their authentic self with full potential overcoming societal expectations for women?

Vulnerability, risk-taking, moral commitment, helping the community, developing skills, exercising choice

ABILITY TO ACCEPT HELP



The Heroine Archetypal Journey

After moving across the threshold of adventure to tests the heroine accesses helpers.

The Heroine Archetype's superpower is relational knowing, having the vulnerability to ask for support and find resources.

Narrative research empowers voices, and is a good research tool to discover how women do this.

EXPLORATORY RESEARCH USING MULTIPLE CODING TOOLS OF NARRATIVE RESEARCH



CODING

1. Dedoose, A cross-platform app for analyzing qualitative and mixed methods research
2. Hand coding
3. Excel organization

VALIDITY

1. small number of participants
2. rich description in narratives
3. saturation, patterns reoccurring across participants
4. resonance of quotes with themes

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Discovering Capacity
and Transforming
Identities: Narrative
Research

Finding What I'm
Made Of - Stories of
Iron Moms Athletes

Iris Nafshi



Introduction

- Wife and mom of 4 boys and 4 dogs
- Served as a Captain in the Israeli Army in the Behavioral Sciences Corp.
- MA degree in Organizational Development, Human Resources and Human Development
- Doctoral student at Fielding Graduate University
- Leadership and management development practitioner
- Previously served as global head of leadership and executive development at Microsoft
- Loves to travel, do triathlons



Iron Moms: Ironman triathlete mothers

“I can’t tell you how many athletes used their **precious breath** during the marathon to yell ‘**do it for Skye, do it for the moms**’

- Chelsea Sodaro, TeamUSA.org, 2023

- “Precious breath” – this is the last part of a long day that challenges athletes to the limits of their mental and physical abilities.
- “Do it for the moms” – what’s on the mind of mother competitors and others is purpose (the ‘why’) and inspiring their child(ren).

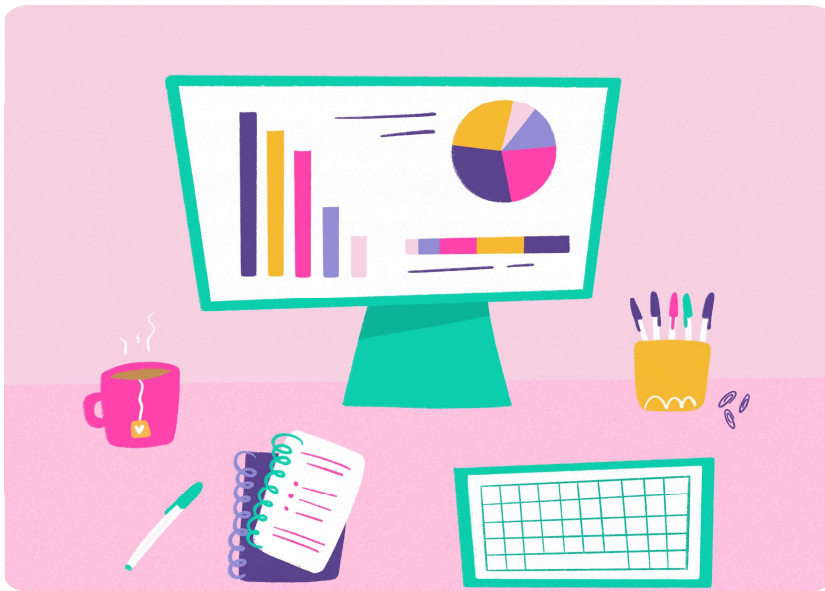


Research Question

What stories do moms with a child under 18 at home, who have competed at least in one Ironman and are training for another one, tell about what keeps them motivated and persistent amidst the mental and physical grueling nature of Ironman training and racing?



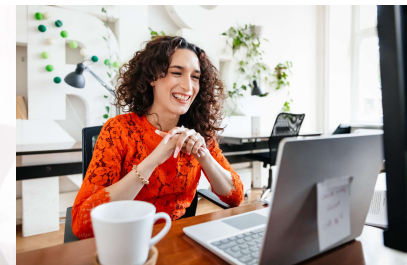
Methodology



- Method: Narrative Interview Protocol
- Received IRB approval
- Participant Recruitment: Reached out to my network of Iron moms
- Participant Selection: Interviewed 5 mothers meeting research criteria
- Interview Format: Conducted via Zoom, 60-75 mins each
- Data Analysis: Coded using Dedoose software
- Theme Extraction: Themes and sample quotes compiled in a spreadsheet

Participants

- K., a 48-year-old married mother, and athlete.
 - She has a 7-years-old daughter.
 - She has completed 3 full Ironman races and is currently training for two more full-distance Ironman races.
 - K. is dedicated to helping adaptive athletes as part of the ASA organization – Adaptive Sports Association.
 - Located in MD.
- M., a 45-year-old married mother and athlete.
 - She has 3 children ages 8, 11, 12
 - She has completed 2 full Ironmans and currently training for her third.
 - She is a triathlon coach
 - Born in Finland, lived in many countries, interviewed while living in Dubai, now resides in TX.
- N., a 47-year-old married mother, and athlete.
 - She has 2 children ages 18 & 20.
 - She has completed 7 full Ironman races and is currently training for a full-distance Ironman race.
 - She is a realtor and entrepreneur.
 - Located in CA.
- R., a 42-year-old married mother and athlete.
 - She has 2 children ages 15 & 12.
 - She has completed 3 full Ironmans and currently training for half IM.
 - She is a chiropractor.
 - Located in MI.
- B., a 40-year-old married mother, and athlete.
 - She has 3 children ages 12, 10, 7
 - She has completed 15 full Ironman races and is currently training for a full-distance Ironman race.
 - K. is a stay-at-home mom and works part-time, helping her husband’s business
 - Located in CA.





Bracketing

- I think I will hear from the participants about their self-doubts along the process.
- They will probably discuss moments of difficulty and ways they overcome thoughts about quitting and self-doubt.
- I believe that the topic of juggling motherhood, training, and other roles, such as being a wife and an employee, will come up.
- I expect to hear about guilt feelings, taking time, money, resources to focus on yourself

Now consciously put these assumptions aside.

Interview Protocol - Sample

Warm-Up Questions

- How many Ironmans have you done? Are you planning on doing another one?
- What sports or activities did you participate in when you were younger?

Interview Questions (sample)

- Tell me about what motivated you to do an Ironman?
- What keeps you training?
- If someone off the street who didn't really know anything about Ironman asked you, "Why do you do this?" what would you say?
- Tell me about a time when you almost quit a hard session/race/the sport. What makes you stick with it?
- What advice would you give a mom who wants to train for an Ironman?
- What else should I ask you that I didn't ask?



Dedoose

Codes	Advice to new mother athlete	Demographics	Age	Kids age	Number of IM completed	Occupation	Feeling judged by others	Getting started with long distance	Guilt	Guilt Spending money	Guilt- Selfless vs Selfish	Guilt- Time	No guilt	Inspiration	Inspired by others	Inspiring Children	Inspiring Others	Juggling the Schedule	Love of the Sport	Love the community	Love the process	it brings Joy	Negative self-talk	Putting yourself first	Reasons to do more IM	Self Compassion	Strength	Strong Body	Strong Discipline	Strong Mind	Strong Wife and Mother	Support	Support at home	Support from friends	This is making me a better version	Totals
		7	1		1	1		4			2			7	2	3	3	5	7	2	2	3		4		1		1	4	1	2		10	2	2	77
		8	1		2	1		4		2	1			7	3	2	2	3	4		4			3				1	1	1			7	5	4	66
ix	2	4		1		1		2		2				7	2	5		7	4		1	3	3		2			1	4	4			1		6	62
		2			1			4			2	2		8	4	3	1	10	7	2	5	1			1			1	3		1		1	1	2	62
	2	8	1	1	1	1	1	3		2		1	2	8	4	4		4	5			4		1	1	1		1	4	4			1	2	5	72
	4	29	3	2	5	4	1	17		4	6	4	2	37	15	17	6	29	27	4	12	11	3	8	4	2		5	16	10	3	20	10	19		

- Inspiration (37)
- Juggling the schedule (29)
- Love of the sport (27)
- Support at home (20)
- Making me a better version of myself (19)

Themes & Quotes

Theme	Descriptor	Quotes K	Quotes M	Quotes N	Quotes R
Strength	Strong mind	you can't control your race day weather. Someone cut you off on the bike, there are so many variables you can't control, right? But the idea of coming back to a race that I did before and beating my time, or even just feeling stronger on race day, I like that. I like the idea of being able to come back and seeing if I can do just a little bit better. One gentleman that I run with and he's in a wheelchair. his name is _____	I kept questioning my mindset, and I was so sick and tired of putting myself down all the time, belittling myself, thinking I have a big body and I can't do it. I had postpartum depression and I like you know, I wasn't happy. I would not challenge myself. I would drive through Starbucks and get a coffee and a blueberry muffin to feel good. I was craving to feel good. I tried shopping. going to the _____	I would say I choose to do it because it gives me this opportunity to have a really long conversation with myself during really challenging moments and to hear what my own brain is saying to me about me. And it gives me the opportunity to be a listener of that voice and then grapple with it, try to create a new voice that talks to the other voice that says, I don't know if you have it right. about how you are _____	I definitely have a desire to do more. I have more in me. I know I do, and I will do more
	Strong Discipline	I have a coach who puts everything in my training plan and if it's in there, I'm gonna do it. I'm gonna figure out a way to do it.	That's a non negotiable that I will do something, And then depending on the day, how I feel and everything else, then I might alter the session, but it's very rarely that if I have something on the plan that I.	I think about why, when I'm starting to quit, I think about, why am I quitting? It's an emotional response. Right now I need to control that emotional response. Let's control what you can control. You can control your actions. So put 1 foot in front of the other, put one arm in front of the other and just keep going.	I think for my family, when they look and they ask me, why do you do these things? It's one I want to prove to myself I can do hard things and then I can persevere and I can follow through. And you have to be on a training regimen and you have to be dedicated to that.
Inspiration	Inspiring my child(ren)	She wants to work out with me, she wants to ride bikes. She wants to be strong like Mommy even at 6-7 years old. That's important to me because I think she'll get a lot of confidence from that, you know, especially when she enters those early years, females especially. Girls, they lose so much confidence.	My three kids are hugely inspired. They call me crazy, I think they are empowered and they're proud like they tell me that mom, I'm proud of you, which is everything to me. There are sessions I want to quit, and then I'm like, no, you can't quit. Like, what would that tell my kids when things get hard? so then I just push through, I keep going.	My husband and I love each other very much. We respect each other very much. He knew that this was something I wanted to do, and he supported me 100%. And so I think for us, I want to show our kids what love and support is and what a healthy relationship is. And then I also want them to know that my life also doesn't completely revolve around them. that yes, they are a huge part of my life right _____	also want to show my kids that as well. It's that, okay, I signed up for a race and now I'm going to do it. And I need to do all these things in order to get to the finish line of that race. And, I mean, there's so much life lessons in training for an iron man and your perseverance and your dedication and some days are going to be good and some days are not going to be bad, but how are you going to change _____
Love of the Sport	Love of the sport because of the process	People who don't love the process probably won't do more than one Ironman, you know, they'll do it and they'll check that box and they may not do another one, which is great. Like it's fine, right? It's not for everyone. But I love the process of it. So I think that's what keeps me coming back.	before I even did that first triathlon the Olympic distance, I was a different person like, I was putting myself constantly down. I would not challenge myself. I would drive through Starbucks and get a coffee and a blueberry muffin to feel good. You know, like I was craving to feel good. That was I was craving. If someone will ask me why I'm doing this I probably would tell that it's about the journey _____	I would say that I am not addicted to racing. I am addicted to the feeling of self improvement. And Iron man gives me an opportunity to work on myself in a variety of ways. It gives me a roadmap. Iron man is a big thing, a big goal, something you have to really break down into a lot of mini goals and a lot of steps and a lot of tasks and a lot of training and a lot of focus. And that's an amazing _____	. I do enjoy the journey and the process of training for a full. I kind of enjoy that challenge and a little bit of the ramp up that last, like, eight to ten weeks of some pretty hard workouts
	Love of the sport because of Community	What I love about racing? the community of people, the friends I have that I do it with, watching other people crush their goals. I just I love all of it, like it's just, I don't know. I think it's just a feeling that everybody should feel at least once in their life. Right?	I love community, but my schedule doesn't really allow me to be an active part of community, but I do enjoy like you always meet people.		



Major Themes

- Strength – strong mind and body, strong discipline
- Inspiration – inspiring my child(ren), inspired by others
- Support – support from spouse and friends.
- Love of the Sport – love the process, it brings me joy.
- Challenges – juggling schedule, putting yourself first.

Self-understanding, Sense of identity. “It makes me a better mom and wife”

Quotes – Strong Mind

“You can't control your race day weather. Someone can cut you off on the bike. There are so many variables you can't control, **but the idea of coming back to a race that I did before and beating my time, or even just feeling stronger on race day, I like that feeling**” (K.)

“**I choose to do it because it gives me this opportunity to have a really long conversation with myself during really challenging moments and to hear what my own brain is saying to me about me.** It gives me the opportunity to be a listener of that voice and then grapple with it, **try to create a new voice that talks to the other voice that says, I don't know if you have it right, about how you are feeling about yourself, and what you think about yourself. I think you can do better. Let's try!**” (N.)

“Even if halfway through I'm bored out of my mind because I do all my training indoors, I know that I have to reach the 5 hours **because I know afterwards if I don't, it won't feel good, and I don't want to get to the end of my training before the race and think back to workouts that I missed simply because I just didn't feel like it**” (B.)





Quotes – Inspiring my child(ren)

- **“She wants to work out with me, she wants to ride bikes. She wants to be strong like Mommy even at 6-7 years old.** That's important to me because I think she'll get a lot of confidence from that, you know, especially when she enters those early years, females especially. Girls, they lose so much confidence.” (K)
- **“My three kids are hugely inspired. They call me crazy, I think they are empowered and they're proud. They tell me that ‘mom, I'm proud of you’, which is everything to me. There are sessions I want to quit, and then I'm like, no, you can't quit, what would that tell my kids when things get hard? so then I just push through, I keep going.”** (M)
- **I want to show our kids what love and support is and what a healthy relationship is. I also want them to know that my life also doesn't completely revolve around them, that, yes, they are a huge part of my life right now, but at some point, they're not going to be in my house anymore, and they're going to be adults with their own families, and if I give up everything and all my hobbies and all my desires for them, you know what I'm saying?”** (R)

Quotes – Support at home

“I can't do all this training and not have people help me in other areas of my life. Otherwise, I wouldn't get it all done. So when I am in the heat of a spring market and I'm selling lots of homes, I have to go and get my training done on the weekend before the open house. So I get up at 730, my husband's already making me coffee. I'm getting my bottles ready. I'm going out for a 50 miles bike ride or running a really long way. When I come back, I'll get ready for an open house from 1:00-4:00. **My family is asking me, what can we make you for lunch? Do you need some food before you go out?** and then I'm running out the door and my husband's will load the signs in my car to make sure that I have everything. Sometimes, he'd put the signs out for me, and my kids would say; go, Mom, go. Have a great open house.” (N.)

“My husband and I love each other very much. We respect each other very much. He knew that this was something I wanted to do, and he supported me 100%. (R.)

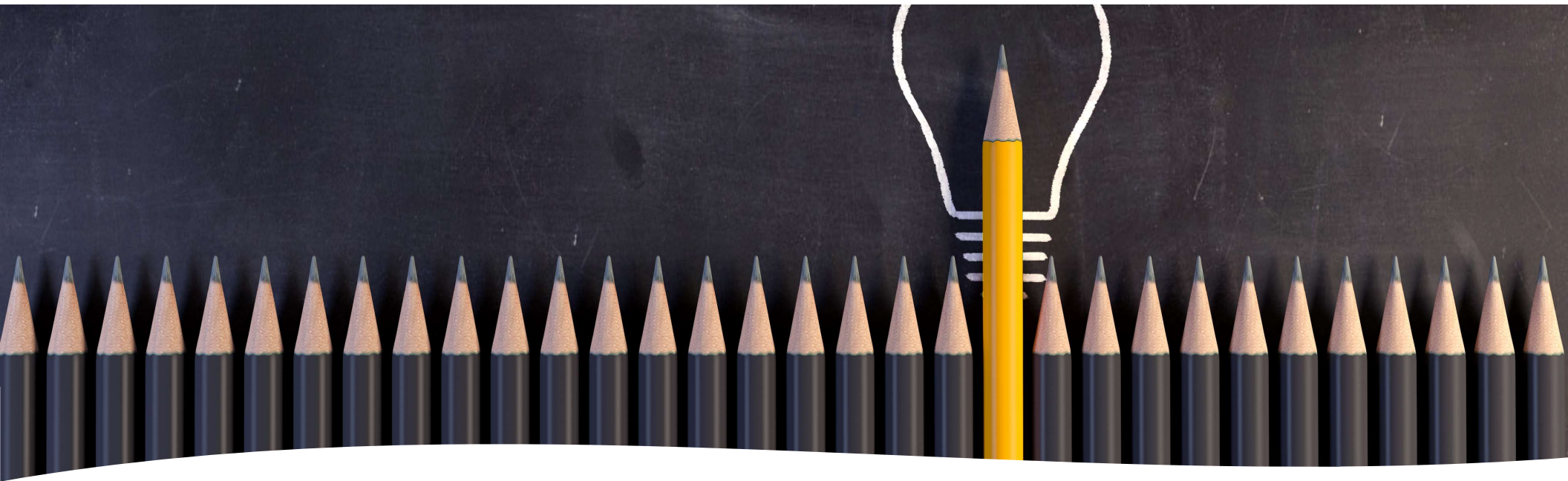
“So she (7 year old daughter) ran along next to me. It just gave me such a boost to see her and my husband there. And then we got to this part of the fence where the fence was open, and my husband was like, Ellie, you got to let mommy go now. And Ellie goes, Mommy, are you going to finish? And this stranger standing next to her goes, hell, yeah, she will!” (K.)





Themes from Literature Review

- From the literature we learn that the process of becoming and staying an Iron Mom holds tensions between rewards and struggles.
- The tensions are:
 - The tension between being a good mom who spends time with her kids versus the idea that staying physically active and challenged adds a sense of direction and happiness for these moms.
 - The tension of feeling strained due to financial commitments and time restraints versus a sense of emancipation and empowerment formed by a strong Ironman/endurance athlete identity.
 - The tension in stories of midlife women in endurance sports, where assumptions about midlife are that it is time to wind down versus the narratives these midlife athletes tell, sharing how they are “undoing” age, reporting higher levels of body trust, self-confidence, and self-efficacy.



Insights

- Use of software to code the data was helpful.
- Bracketing is important (guilt was found to be a minor theme).
 - Perhaps the rewards are so great that they overpower the guilt?
 - Perhaps guilt is not stated blatantly and is under-covered.
- Connection to the Heroine Archetype - creating a fuller archetype of who they are, merging mom, wife, and athlete into one authentic self.

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Questions



Flourishing Selves: Stories of Women Working in Corporate Latin America

Narrative Inquiry Study
Critical Feminist Existential



Denise Dziwak

MS Industrial Engineering
MA Organizational Development & Change
PhD Student in Human Development
Fielding Graduate University



Denise Dziwak

- Roles: Being, spouse, mom, friend, daughter, aunt, teacher, healer, Founder & CEO @Flourish Corp, scholar-practitioner, organizational & leadership consultant, coach, speaker, author,
- Personal Note:
 - Originally from Argentina, now based in Panama, after 7 international moves, where we have chosen to flourish alongside my husband Román, our three children, and two cats.
- Academic Background:
 - PhD Student: Human Development
 - Master's Degree: Organizational Development and Change
 - M.S.: Industrial Engineering
- Professional Experience:
 - Over 24 years in the corporate sector, including:
 - 10 years at Procter & Gamble (P&G)
 - 14 years as business owner / consultant an executive and life coach, speaker, and author of "Flourishing Families. The Home Within".
- Areas of Expertise:
 - Specializing in developing female leadership and transforming organizational culture through diversity, equity, and inclusion (DEI).
- Passions: learning, creating, sharing adventures (traveling, outdoors), sports (marathons, skiing, etc), serving... FREEDOM + COURAGE + PASSION + LOVE





The women I live and work with are powerful, wise, and caring. Yet, they experience burnout, receive less training, and suffer from gender discrimination daily. Despite these challenges, some of them have found a way to flourish.

Emancipatory Goal of the Research



Explore how women, amidst the demands of productivity and enduring patriarchal norms in the corporate environment, learn to flourish (overall wellbeing) in their lives.

**LENS: NARRATIVE CRITICAL FEMINIST
EXISTENTIAL**

Flourishing Selves

Thematic lineage.



Latin America & Gender

Marchioni, Barafani, Heller&Gabaldon



Flourishing - Wellbeing

VanDerWeele, Węziak-Białowolska



Emotional labor / Gender

Connell, Hochschild, Asforth&Humphreys



Women and Work Identity Development

Eagly, Belenky, Ely, Ibarra Petriglieri



Critical Feminism Existentialist

Calás and Smirich, Medina-Vicent, Hijós and Alvaro



Positive Psychology

Seligman, Gable, Keyes



Transformation in Human development

Goffman, Erickson, Kegan, Wilber, Maturana/Varela (biology/system)



Women Psychology

Gilligan, Chodron, Josselson, Apter



Existentialism

Heidegger, Sartre, De Beauvoir



Feminism

De Beavoir, Luxemburg



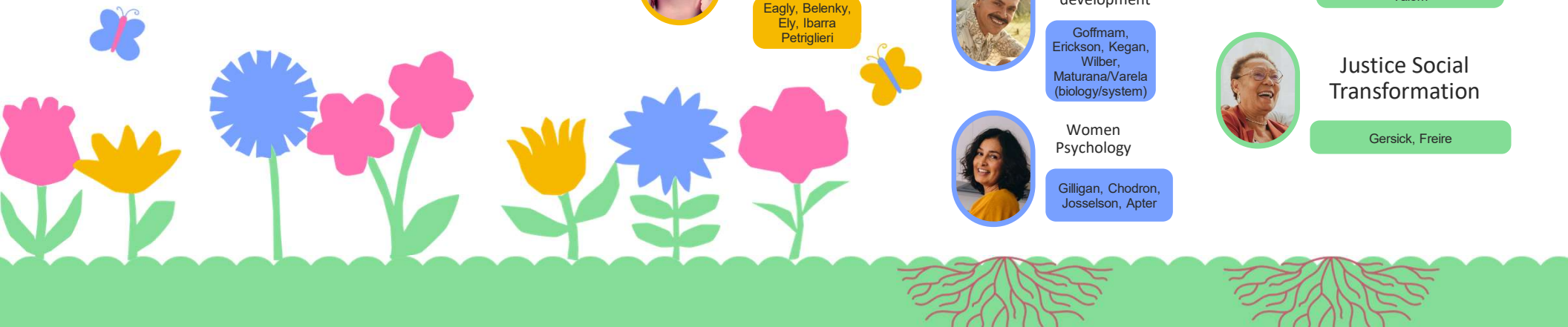
Humanistic Psychology

Rogers, Perls, Rank, Frankl, Yalom



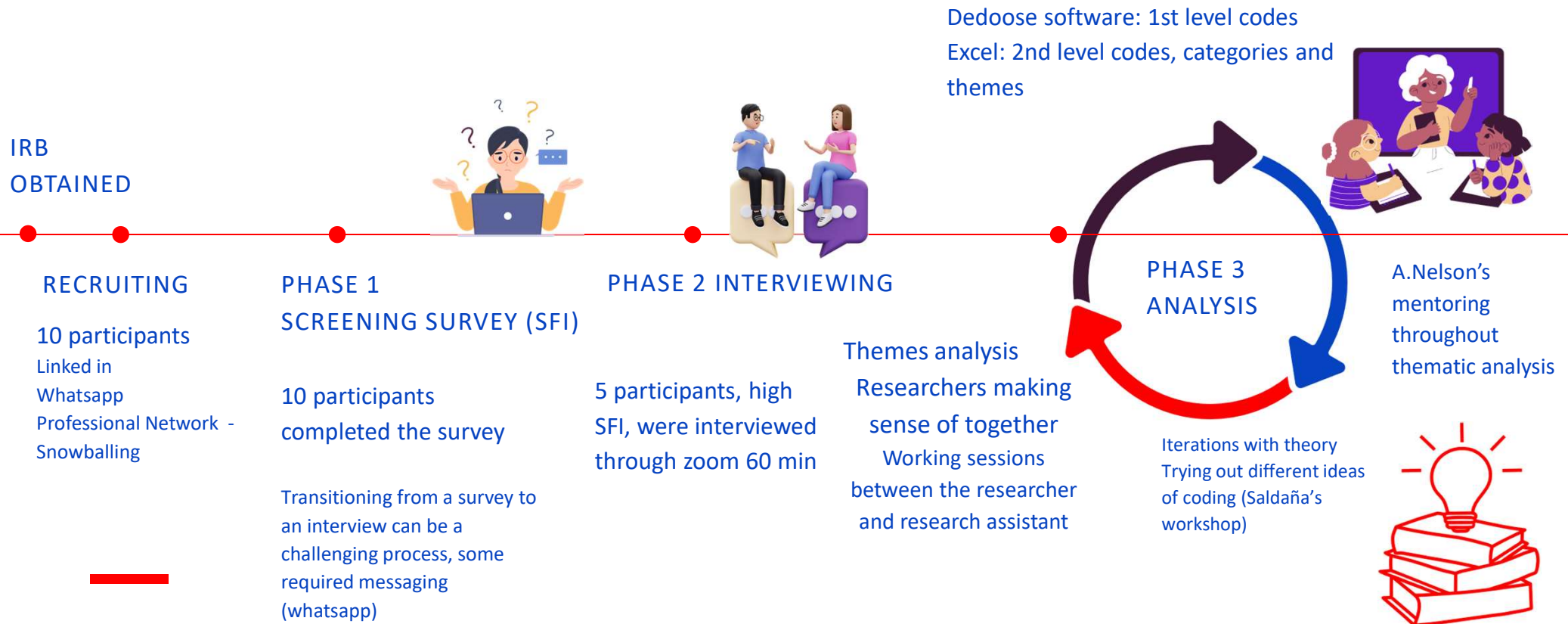
Justice Social Transformation

Gersick, Freire



Methodology

NARRATIVE INQUIRY AUGMENTED BY SCREENING SURVEY INCLUDING THE SECURE FLOURISH INDEX, FOLLOWED BY IN-DEPTH NARRATIVE INTERVIEWS.



Phase 1 - Screening Survey



Demographics Questions

Secure Flourishing Scale (obtained permission)

1. Overall, how satisfied are you with your current life? From 0-10 (Not at all satisfied / Extremely satisfied)
2. Overall, how happy or unhappy do you feel? From 0-10 (Extremely unhappy / Extremely happy)
3. How would you rate your physical health overall? From 0-10 (Poor / Excellent)
4. How would you rate your mental health overall? From 0-10 (Poor / Excellent)
5. Overall, to what extent do you believe the things you do in your life are worthwhile? From 0-10 (Not worthwhile at all / Entirely worthwhile)
6. Do I understand my purpose in life? From 0-10 (Completely disagree / Completely agree)
7. Do I always act to promote good in all circumstances, even in difficult and challenging situations? From 0-10 (Not true in my case / True in my case)
8. Am I always able to sacrifice some happiness now for greater happiness later? From 0-10 (Not true in my case / True in my case)
9. Am I satisfied with my friendships and relationships? From 0-10 (Completely disagree / Completely agree)
10. Are my relationships as satisfying as I hoped they would be? From 0-10 (Completely disagree / Completely agree)
11. How often do you worry about not being able to handle normal monthly expenses? From 0-10 (I worry all the time / I don't worry at all)
12. How often do you worry about safety, food, or housing? From 0-10 (I worry all the time / I don't worry at all)

Open-ended question connecting work to flourishing

13. Reflecting on the previous answers, how would you describe the impact of your current work on your human flourishing? (consider how it benefits or hinders you)



Questions to
emancipate

PHASE 2 Interview IRB Protocol:

INTRO

Thank you for taking the time to speak with me today.

As you know women are still underrepresented in the corp world. There are many studies on why women leave the corporate world. Some offer ideas to companies to implement system changes. Others want to "fix" women to make them fit by force. Some women, like you, have found ways to feel well / feel accomplished / flourish in the workplace and that is the process what I am interested in understanding and sharing with others. I would like to hear your stories. Before we begin, I want to remind you that your participation is voluntary, and you may stop the interview anytime. All information will be kept confidential and anonymized. Your name will not be used in any publications.

Do you have any questions before we start?

Rich eliciting questions

- If you were to introduce yourself to someone who wanted to meet you, **what would you tell them about yourself?**
 - Developmental Aids: What adjectives would you use to describe yourself?
- **Tell me the story of how you came to be the person you are today.**
- **What does it mean to you to flourish as a person? Tell me moments in your life when you felt flourishing** (what it was like, what you thought, what you felt).
- What supports and obstacles can you recognize?
 - What external and internal supports helped you the most?
 - (if not saying anything) In what ways was the work related to these experiences?
- Can you **give me an example of how you changed** as you learned to flourish, in what ways have you changed (identity)?
 - **Is there an image that represents this for you?**
 - Were there specific experiences or events that influenced this process of development or transformation?
- Do you have hopes, dreams and plans for the future?
- Is there anything else you would like to share about yourself?

Phase 2

Narrative
Interviewing



ROLANDA 36

MARRIED, WITH 2 KIDS
MANAGER AT GE HEALTHCARE IN
PANAMA(VENEZUELA

"A unicorn, I'm a mix of
strange, intangible things,
they look pretty,
different."



PAULA 47

SINGLE
HEAD OF SUPPLY CHAIN LATAM,
PANAMA/ARGENTINA,
"Chrysalises, they
needed to nourish
themselves, delicate
wings, weak, they made
themselves strong by
fanning them."



EVA 28

LIVING WITH BOYFRIEND
SENIOR ANALYST AT COCA-COLA IN
COLOMBIA

"The sun, energetic,
doing everything,
happy."



TAMARA 44

MARRIED, ONE CHILD,
REGIONAL FINANCE MANAGER,
PANAMA/VENEZUELA

"A smile from ear to
ear, pure white,
cheerful peace."



SUSANA 29

MARRIED , PURCHASES MANAGER GE
HEALTHCARE PANAMA

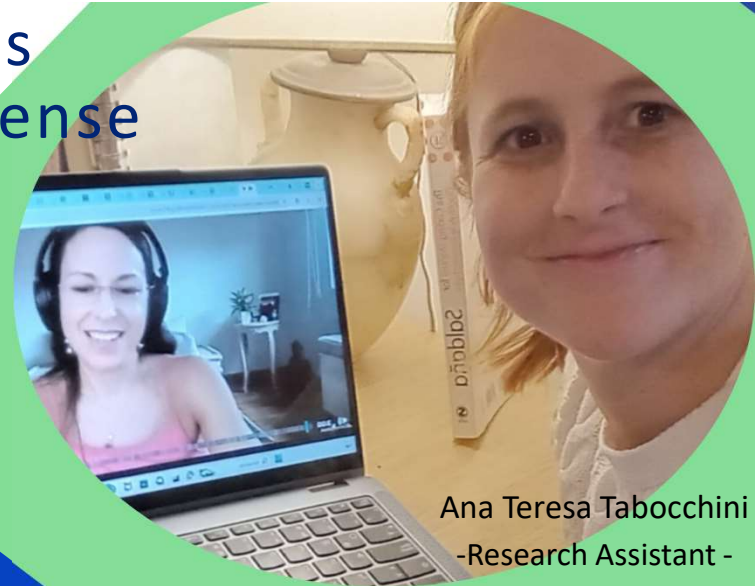
"A peacock, from within its
fear, brings out the best in
itself to tell you to stay
away... good vibes, majestic,
inspiration."

PHASE 3 ANALYSIS

Themes & Theories Researchers making sense together

Dedoose - Code 1 using
participants words

The screenshot shows the Dedoose web interface. On the left, there are navigation options like 'Importar' and 'Exportar'. The main area displays a list of documents under 'Multimedia' with columns for 'Tipo', 'Título', 'Añadido', and 'Usuario'. Below this, there are 'Extractos: 283' with search results for a document by 'Paula.docx'. The interface includes search filters and a list of codes on the right side.



Ana Teresa Tabocchini
-Research Assistant -
Psychology Student -
Licensed Nurse

Excel
Code 2 - Categories and Themes

Code #1	Code #2	Category 1	Category 2	Flourishing Domains	SUBCATE (MED
llamada compañera de trabajo en misma situación overwhelmed - llamada amiga brainstorming para sobrellevar (no salir) esposo fan de su desarrollo de carrera	pequeñas cosas que pueda hacer	Sisterhood, sororidad, camaradería	Enabler	Close Social Relationships	Compañer...
limites en hogar "preguntale al señor"	digale a él también	Equidad en el hogar	Enabler	Close Social Relationships	Part...
busco darle a mi hija una mama feliz	Yo creci en entorno complicado, que ella vea las posibilidades	Legado	Enabler	Meaning and purpose	Hijo...
miedo a depresion como padre - a la muerte, contrarrestarlo	consciente de los antecedentes	Miedo contrarrestar	Enabler	Mental Health	Depresión
estudiar, aprender cursos	Vamos a aplicar, es ahorita	Choice, autenticity	Enabler	Meaning and purpose	Cursos, p...
speak up menos mal lo dije! no voy a hacer nada para evitar					

Themes

1. Flourishing selves: authentic, growth, complete, no regrets, accomplished

- "It's an ongoing process. What made you flourish 10 years ago will not make you flourish today." (Tamara)
- "...you are more you, where you feel that you are freer and where you can express yourself. That no, that there is no kind of, uh, judgment against yourself." (Rolanda)
- "Anything that helps you grow. But not daily growth beyond your comfort zone" (Eva)
- "You are complete, happy, nothing is missing" (Tamara)
- "You feel yourself growing, but it nourishes you. What you are doing, nourishes what you are living."
- "Flourishing is more (than a job). What makes you flourish is something you can take with you anywhere. " (Eva)
- "Unfold who one is...share it with the world" (Paula)
- "Be able to show up authentically " (Paula)
- "Feeling accomplished with all "checked" (Susana)

2. Relational Bonds as Enablers:

Partners, therapists, and friends provide a grounding influence.

- "When you light the fire for the barbecue, you have to be blowing on it for a while so that... Then the fire is there, but, well, those who blow on it, those are THE BONDS" (Paula)
- "At that moment we allied, we became friends" (Rolanda)
- "We had a call, it helped me reset, we helped each other, it was lovely" (Tamara)
- "He's like that grounding wire." (Rolanda)

3. Identity experience of transformation

- "I've always been someone who wanted to grow professionally very quickly (...) with all this work on myself, I've realized that... I mean, maybe you need to let it go for a while, let it go, and keep working on what you like. I mean, the opportunity will come, you don't have to force it." (Rolanda)
- "I used to be the opposite... I was very numbers-oriented, very factual, very black-and-white. I used to fight all the battles, but now I see things from different perspectives, I don't need to win them all... we can get to a middle point. " (Susana)

4. Growth started with unavoidable life challenges

"My father's death has made me grow as a person. Be more aware of emotions. Of difficult decisions one needs to make. I was innocent before, now I had to take action." (Eva)

"I had to fall a couple of times, it was very hard, I started studying medicine and I quit, it was very hard... I felt ashamed... but I am on my own in my path..." (Eva)

"I started having panic attacks. How can it be I couldn't control them? That has transformed me, I had to change" (Rolanda)

"...my father tried to commit suicide, ... I realized I could not make him happy. When I was working, I burnt out. I was about to quit, I couldn't go any longer, that was not a life. " (Tamara)

"I fought with my boss, he was going to fire me... I had to change" (Susana)

A-Has

What does it mean to you to flourish?

FLOURISHING THE CONSTRUCT FROM THE NARRATIVE

BEING

"Flourishing is spiritual; it's about connecting with what you can and cannot do, reaching a state of peace with both, and engaging others where you fall short." - Paula "Self-knowledge is pivotal to understanding your unique version of flourishing." - Tamara

PLACE of AUTHENTICITY / FREEDOM / HAPPINESS / PRESENCE

"True growth happens in spaces where you feel happiest, most authentic, and free to express yourself without judgment." - Rolanda "Flourishing means being present and fully engaged in the moment, feeling complete and at peace." - Tamara

GROWING THROUGH CREATIVE TENSION

"Flourishing is a perpetual creative process with an ever-emerging next step; it's about relishing what you do and eagerly anticipating what comes next." - Susana "Challenges that push you out of your comfort zone are the fertile ground for growth and learning." - Eva

BEYOND THE WORKPLACE

"Flourishing transcends the confines of job titles and career achievements; it is a personal attribute that accompanies you in all walks of life." - Eva



6. Antiflourishing workplaces

- "You are an overachiever- (my boss praised me). No, what I need is to slow down." (Rolanda)
- "People were like little soldiers, you came with a lot of ideas and they tied up your hands." (Rolanda)
- "I have learned to write everything in the meetings (lack of trust)" (Susana)
- "Fear to give explanations of results that were not as expected" (TAmara)
- "If I talk about it (the anxiety disorder), they (company) will not consider me because I don't work well under pressure ...it not normalized yet" (Rolanda)
- "Work consumes too much time" (Rolanda, Tamara)

7. Boundaries, spirituality & community

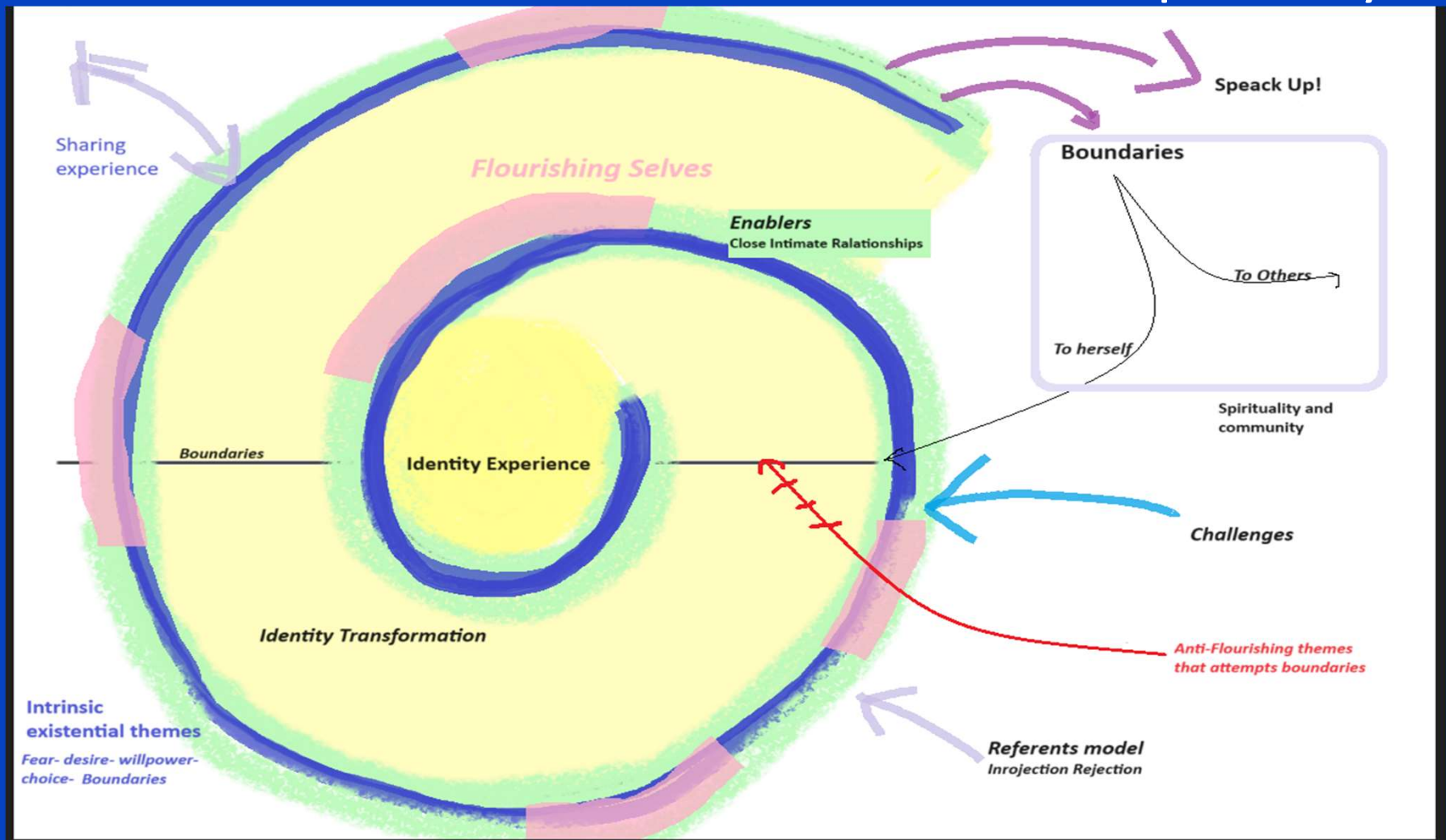
- "Very spiritual already, everything has to do with connecting with oneself. What you can and cannot do and be at peace with what you cannot do" (Rolanda)
- "You can connect with people who can, and invite them to participate in that and say, "Well, I can't do this, can you do it?" (Paula)
- "Connect with oneself" (Tamara)
- "I like to believe that there is a universe that helps you so that things work out and that you have to let go of things"

8. Flourishing learning process

Through others' identity - emotional education, insight, experiences

- "My therapists helps me get out of my mind stories" (Eva)
- "I am in the process of self-discovery to be my best friend." (Tamara)
- "I am active, my husband is calm, that helps me" (Susana)
- "Learn to listen to your body and understand when something external is affecting you and start figuring out how to manage it" (Rolanda)

Narrative research CAN be used to develop theory



A big surprise

THE “SCREENIGN SURVEY”
GAVE US LOTS OF
VALUABLE INFORMATION

Comparing High SFI with Low SFI and the
open ended question :

HIGH SFI

- People who reported elevated levels of life satisfaction have strong values, positive relationships, financial security, and personal safety.
- Their work promotes growth, learning, and a sense of purpose, contributing to their fulfillment.
- They work in supportive environments that encourage authenticity and allow them to balance work and personal lives.

LOW SFI

- They faced challenges with work-life balance, stagnant roles, and limited personal growth opportunities.
- Financial insecurity, loneliness, and a desire for closer relationships were also prevalent.

A big difficulty

CODING METHODOLOGY AND
SOFTWARE

After 4 rounds of Dedoose, decided to
use Dedoose and then Excel to be able to
visualize all excerpts, codes, categories
and “play with it” to make sense of it all.

Tried vis-à-vis coding with AI using
Grounded Theory prompting. Human led
coding led to a more detailed exploration
of internal psychological processes and
workplace factors. AI just threw back
what we know, equalizing the insights to
previous knowledge.

Promising novelty in the research

Women deserve more than
success at work, they deserve to
flourish in life.

Authenticity: from impossible
selves to flourishing selves
through growth and
transformation

Inspiring the globe through
Latin American contributions
to women in management
studies

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QUESTIONS?



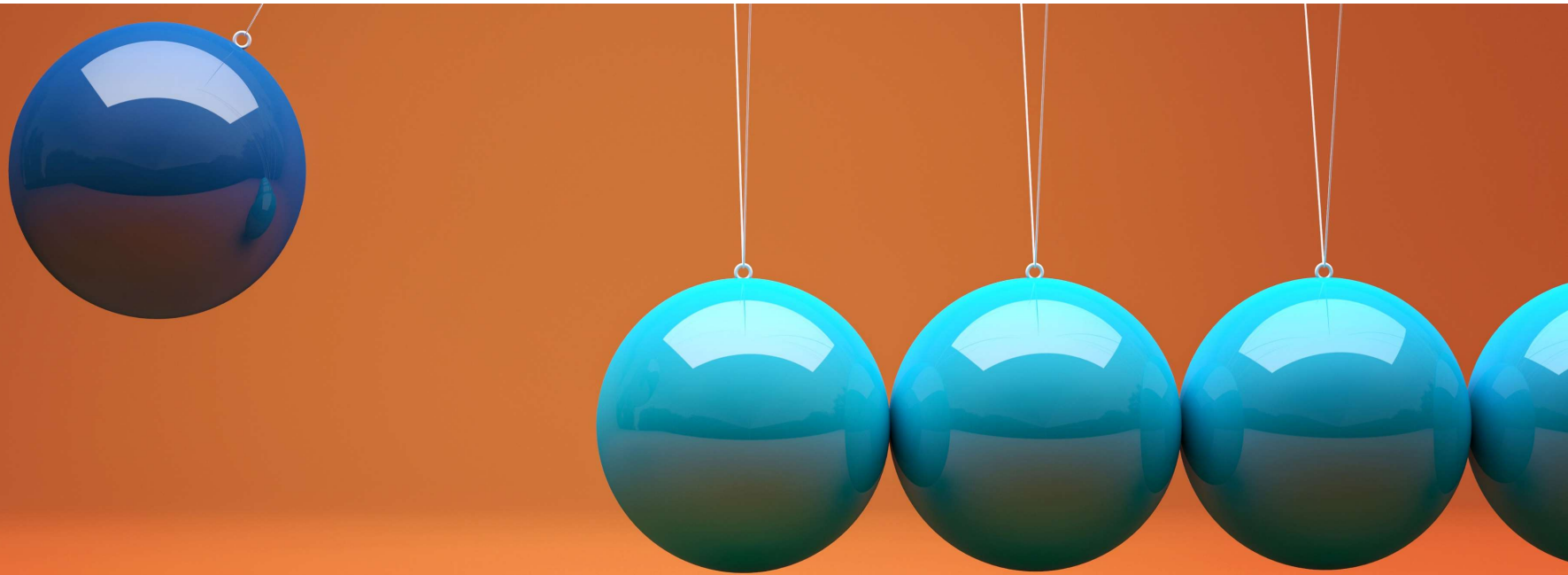


WHAT HAS TRANSFORMED YOUR IDENTITY?



Think about your life and the different identities you shift between.

Tell about a time when you had to overcome the limitations of who you thought you were, and you flourished.



Thank you very much!