

# The Ethnography Circle

## Traditional and non-traditional ways of doing ethnography

Second Meeting 8<sup>th</sup> December 2020, 1500 – 1630 GMT



### Seminar on Industrial Ethnography with Simon Roberts (Senior Partner, Stripe Partners & Board President, EPIC)



Organised with the support of IKON, PPI & Warwick ESRC Doctoral Training Centre



The second session of the Ethnography Circle explores the **use of ethnography in business settings**. Drawing on his experiences applying anthropology over the last 20 years Simon Roberts' talk will begin by exploring the history and development of anthropology, and its signature method of enquiry, ethnography, in the world of business. He will then share some background on Stripe Partners, his ethnographic research and strategy consultancy, reflecting on their approaches, methods and the centrality of the idea of embodiment to their work. He will also share case studies of their work from a range of clients.



Admission is free and open to students from other institutions

**Simon Roberts** is one of the world's leading anthropologists in business. He advises some of the largest global organisations, including Intel, Facebook, Spotify, Google and other Fortune 500 companies, through his London-based consultancy, Stripe Partners. Earlier in his career he established the UK's first ethnographic research consultancy, Ideas Bazaar and worked at Intel Corporation. His work has been covered by the Financial Times, The Wall Street Journal and BBC Radio 4. His first book **The Power of Not Thinking How Our Bodies Learn and Why We Should Trust Them** is published in hardback on 31st December 2020 and is available now in audio and ebook formats.

[Link to online session and readings will be provided to registered participants](#)

**For information and to register please contact: [ethnography@wbs.ac.uk](mailto:ethnography@wbs.ac.uk)**