



Analysis to Action:
An Executive Education Program
on Disaster Risk Finance in Africa

2 – 6 September 2019
Stellenbosch University



What is this session about?

Aim:

Help you build a powerful story to communicate the potential value of DRF to key stakeholders.

Facilitator:

Ms Vanessa Otto-Mentz

USB visiting faculty, PhD candidate, Head of Group Strategy Santam Group



Content

Mission
model canvas

Storytelling

Serious Play

Close



Andrew Stanton – “The Clues to a Great Story”

Stanton brought us “Toy Story” and “WALL-E,” among others. He shares his discoveries of great storytelling in this TED talk. He explains that **stories help us to understand who we really are**. Nothing is a greater affirmation of who we are than when we connect through stories. This allows us to experience the similarities we have with one another.



JJ Abrams – “The Mystery Box”

Film and TV writer/director, JJ Abrams, staunchly believes that “mystery is the catalyst for imagination.” In this TED talk, Abrams opens up about how his fascination with the mysterious has been the driving force behind his storytelling. What does mystery mean to him? Infinite possibility, hope and potential.



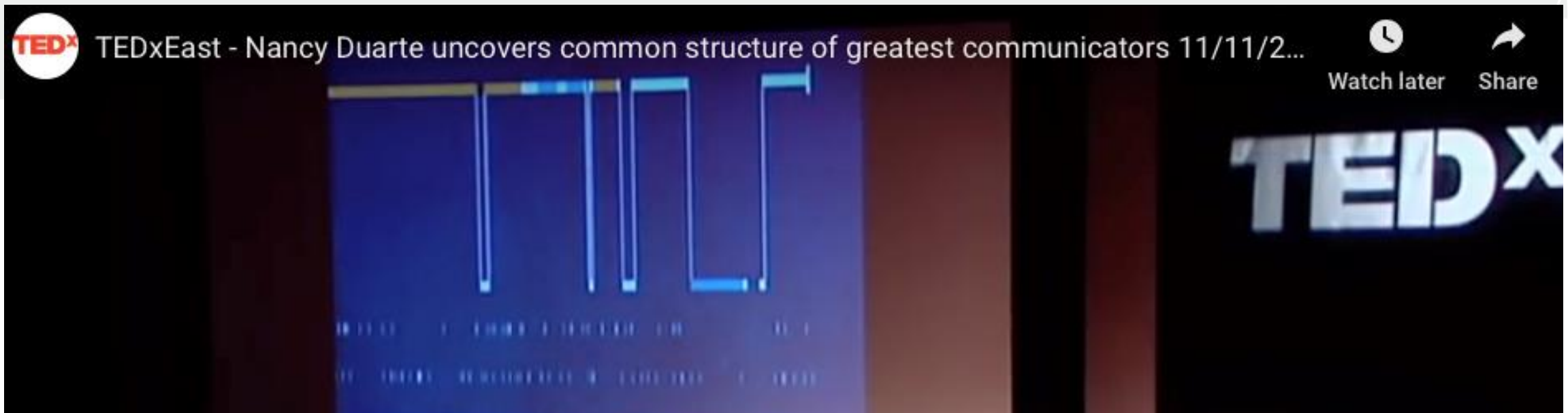
TEDxEast - Nancy Duarte uncovers common structure of greatest communicators 11/11/2...



Watch later



Share



Nancy Duarte – “Uncovering the Structure of the Greatest Communicators”

Nancy Duarte is a writer and graphic designer who became a “presentation expert” after discovering that great storytellers tell stories that follow a similar structure. She compares Martin Luther King’s “I Had a Dream” speech with that of Steve Jobs introduction of the iPhone speech in 2007.

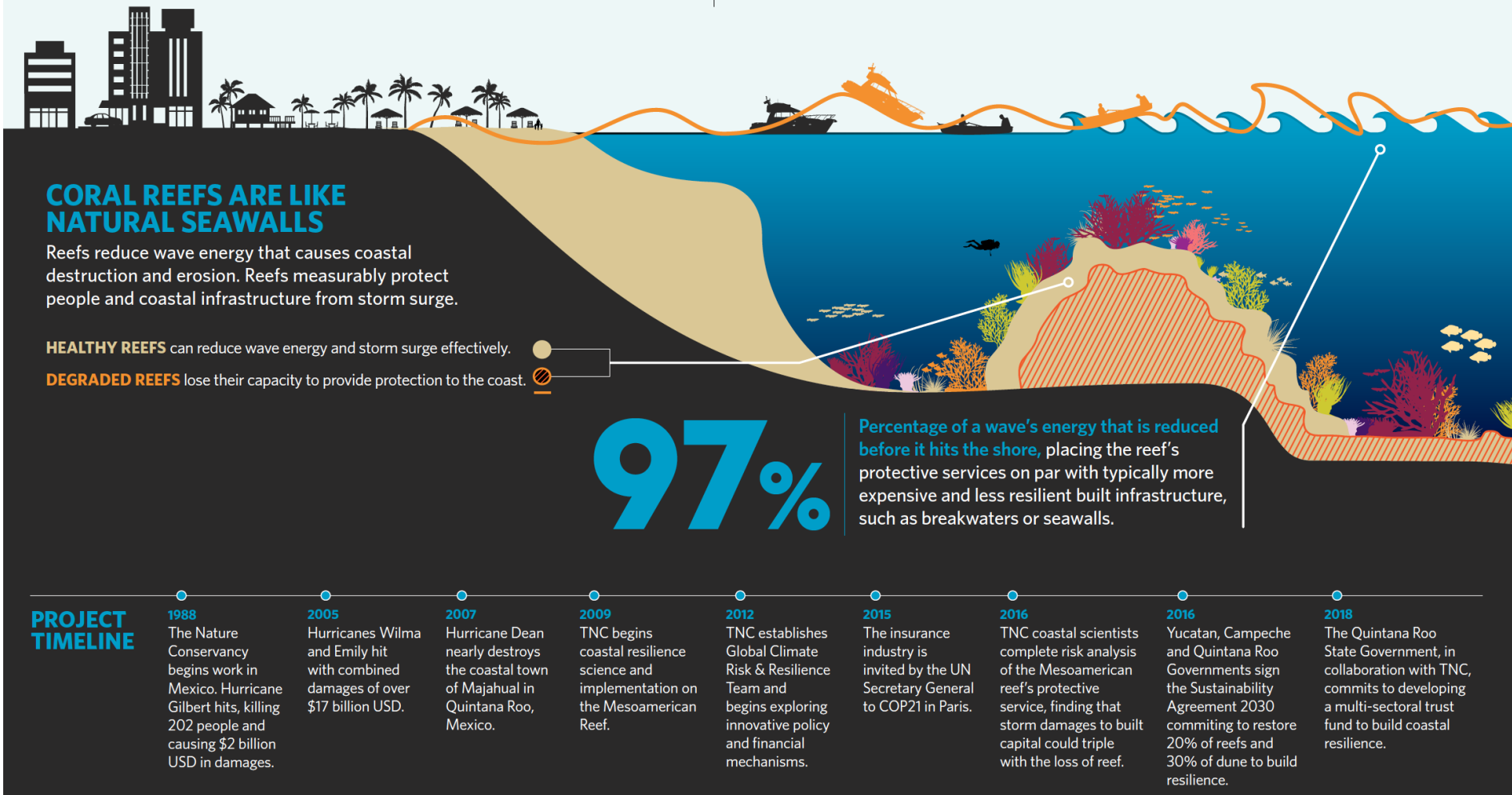
Both stories succeeded in stirring up strong emotions of possibility with their listeners. They did this by contrasting the status quo (or “What is”) with their lofty new idea (“What could be”). They employed this over and over again throughout their stories, again and again, emphasizing the huge gap between the two ideas. This gathered momentum, in both cases, leading up to a call-to-action followed by a poetic and emotional description of a new world that will be thriving, living in the lofty new idea of “What could be.”

For Martin Luther King, this was a world with freedom; for Steve Jobs, this was a world with iPhones.





Story on a page



How do you talk to someone who doesn't believe in climate change?

Not by rehashing the same data and facts we've been discussing for years, says climate scientist Katharine Hayhoe.

In this inspiring, pragmatic talk, Hayhoe shows how **the key to having a real discussion is to connect over shared values like family, community and religion -- and to prompt people to realize that they already care about a changing climate.**

"We can't give in to despair," she says. "We have to go out and look for the hope we need to **inspire us to act** -- and that hope begins with a conversation, today."



The most
important thing
you can do to
prepare for
Disasters?
Talk about it

1. Step 1:
Canvas = crib notes for your story
(what stood out for you this week)
2. Step 2:
Story arc & Worksheet: Crafting a story
3. Step 3:
Practice your very own mini TED talk










The Mission Model Canvas

Mission/Problem Description:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Buy-in & Support 	Beneficiaries 
	Key Resources 		Deployment 	
Mission Budget/Cost 			Mission Achievement/Impact Factors 	



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DESIGNED BY: Strategyzer AG & Steve Blank
The Masters of Business Model Generation and Strategyzer

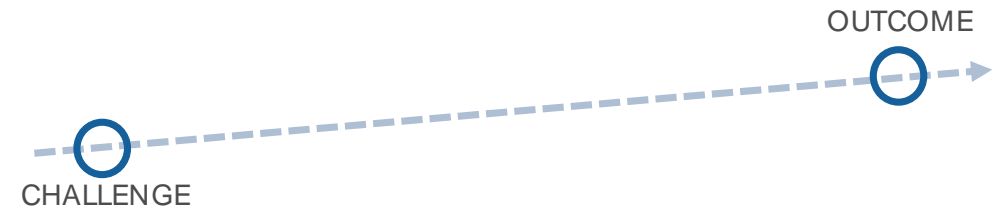
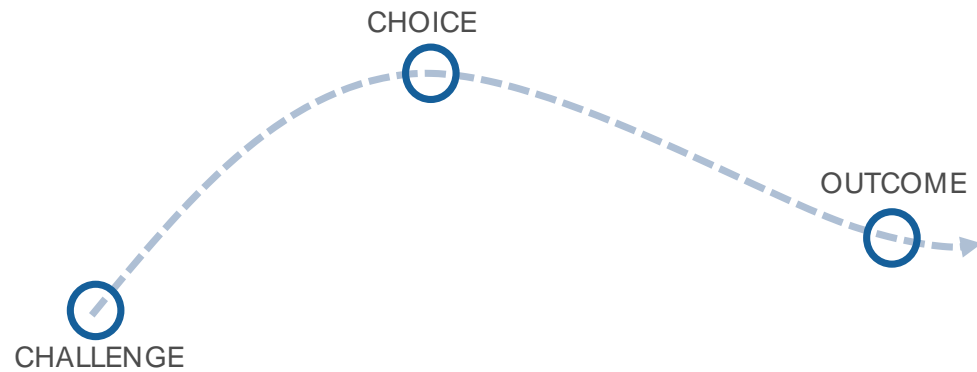
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Story arcs



Challenge, Choice, Outcome

Stories Fall Flat



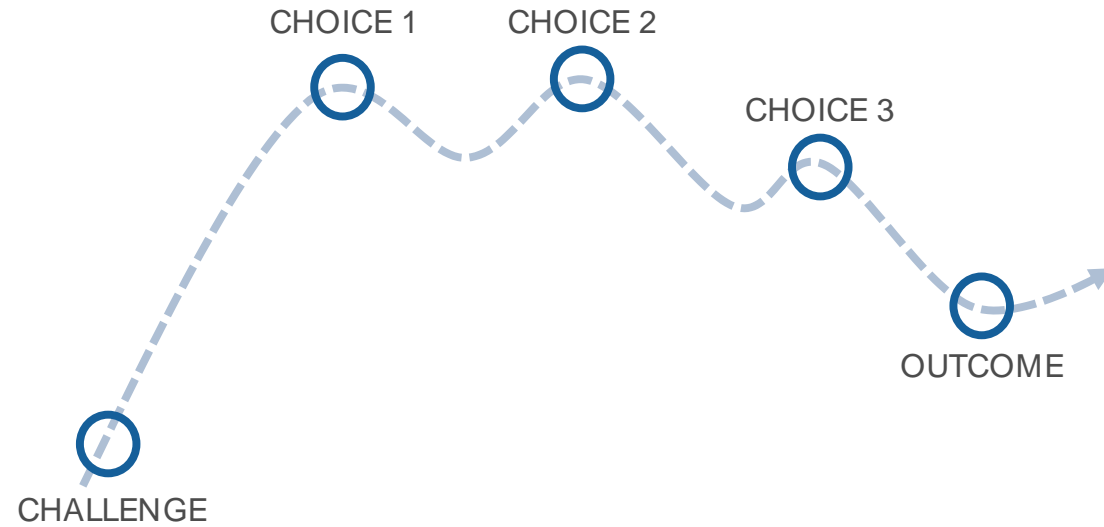
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Story arcs



Build a pattern of 'choices'



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Storytelling

Worksheet

- What story would you like to share?

STORYTELLING FOR SUSTAINABILITY 14

Worksheet: Crafting a Story

Use the following questions to think through a sustainability story you are thinking about sharing with others in your organization.

Who are the main characters in your story? What details can you share to show what they have in common with your audience?

What challenge are they facing?

How can you show how your organization supported them? What is your organization enabling?

What choices were they facing? What are the different ways they could respond to the challenge you described above?

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Story arc & Worksheet: Crafting a story
- 3. Step 3:**
**Practice your very own
mini TED talk**
(in a safe space)



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Disaster Risk Financing & Insurance Program



Supported by:



Programme partners:



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Communicating your Strategy, Building your Brand and Storytelling

Aim: Help delegates build a powerful story to communicate the value of DRF to key stakeholders.

Format:

Prereading:

(1) Storytelling Guide on Hub

(2) Watch TED video of Katherine Hayhoe – link on hub

(3) Mission Model Canvas available in work-books and uploaded on Hub

Contributor acts as a guide to integrate the week's learning and start to package it in a fun and energetic way (it is Friday PM after a very full week)

3 parts to the session: Facilitator introduces programme and elements at high level then:

- (a) Delegates have time to capture the ingredients of their story on the mission model canvas, which also serves as a template they can use again when back in office
- (b) Facilitator takes delegates through the building blocks of a good story & show excerpts
- (c) Delegates then pair up and to craft their stories and when they are ready to film each other using the other's phone (so they can revisit and fine tune) [these can also serve as material for the final syndicate group]

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