

The Storyteller

Story School's Newsletter | Issue 01

Welcome to **The Storyteller**, a newsletter that brings you updates, stories and articles that shine a light on communication in leadership. Helping you to find your voice and use it.

Story School updates

Story School is UM6P's new School of Communication



Story School is UM6P's new school of communication that helps people to find their voice and use it to communicate for impact

As part of UM6P's Business & Management cluster, Story School will deliver learning, research, and consulting in the field of communication to equip leaders to communicate effectively in a world of change. Multidisciplinary programs at Story School will range across written, verbal, and visual communication; from reputation management, to public speaking, and employee engagement. Courses will be open to all OCP employees who want to deepen their knowledge on how to communicate effectively.

An UNCONFERENCE on Engagement took place on UM6P's Campus in Benguerir

On December 7th, 2022, Story School organized an original and interactive listening session on engagement, as mandated by OCP's Talent Organizational Development team. The session was organized in partnership with Redefining Comms.

Mrs. Jenni Field, an expert in engagement and organizational communication, led this working session with the objective of using active and strategic listening systems on engagement topics. 15 themes were identified and discussed by participants who gathered in small groups to share their potential solutions for each topic.



Three training sessions delivered by Story School to the second cohort of Beyonders

On December 21st-23rd 2022, Story School delivered the following trainings as part of the Beyond program, managed by the Africa Business School:

- "Organizational Communication" with Professor Bertrand Fauré – highlighting how communication brings people together within an organization;
- "Theatre-based techniques in service of Communication" with instructor Oscar Sisto – preparing employees to free themselves from fear and become aware of their behaviors;
- "Crisis Communication" with Assistant professor Amandine Hamon – providing participants with a toolkit that can be used in a crisis context within the organization.

Story School voices of inspiration

A strong brand relies on the narrative of a story. Think of it the same way you would any story. There is a hero or protagonist who has gone through setbacks but has a vision, perseveres and chooses to take proactive action until the point of resolution that satisfies the audience. Storytelling amplifies.

Storytelling takes Corporate Communications to the next level
Anthony Petrucci (Forbes, 2017)

Storytelling takes Corporate Communications to the next level

[Full article](#)

Through storytelling, we can share knowledge, describe challenges, suggest solutions, and convey a sense of culture.

Corporate Storytelling can be a powerful tool in three important ways. First, and this is critical, a story can capture attention. Then an authentic corporate story builds trust with the audience. And, finally, a story will inspire people to tell stories of their own, which adds to the whole corporate narrative. The most interesting company is the one with the most interesting stories.

Here is an example of a simple structure to help create effective corporate storytelling.

Step One

Start by identifying a clear Protagonist: make it clear that the story is about them. .

Step Two

Identify the Protagonist's problem (the Enemy): state what the problem is, so the audience can identify with the hero going through adversity.

Step Three

Tell the story of how the problem is resolved (the Resolution): include what guides the Protagonist to overcome the problem.

Source: This idea for action is a summary of the key ideas in Storytelling takes Corporate Communications to the next level, by Anthony Petrucci (Forbes magazine, November 2017). You can find the full original article attached to the email containing this newsletter.



Find your voice during organizational change

Stories make and change the world. And every change has a story to be told. When leaders find their voice to communicate change, they give people the safety to learn, share ideas, and work together through transformation. Every change story must clearly communicate why the change matters, what it is, and how everyone can work through it towards a common goal.

More stories

[Why stories are crucial for leaders](#)

[Is silence killing your company](#)

[The five messages leaders must manage](#)