

The Storyteller

Story School's Newsletter | Issue 02

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's first open conference brings communication to the spotlights

On May 8, 2023, Story School will organize its first Inspirational Conference on "The need for companies to reinvent their conversation". The conference will highlight Mr. Patrick Beauduin, a well-known practitioner in the field of communication who worked in advertising in Europe and Canada and taught for over 17 years on an academic level in various places in the world. Mrs. Kenza Dadi, a Moroccan expert in Branding will share her insights along with those of Mr. Patrick Beauduin.

This first conference will shed the light on the evolution of the practice of communication through the ages and will aim to familiarize the audience with the practice of communication as well as sensitize the public on its strategic business importance.

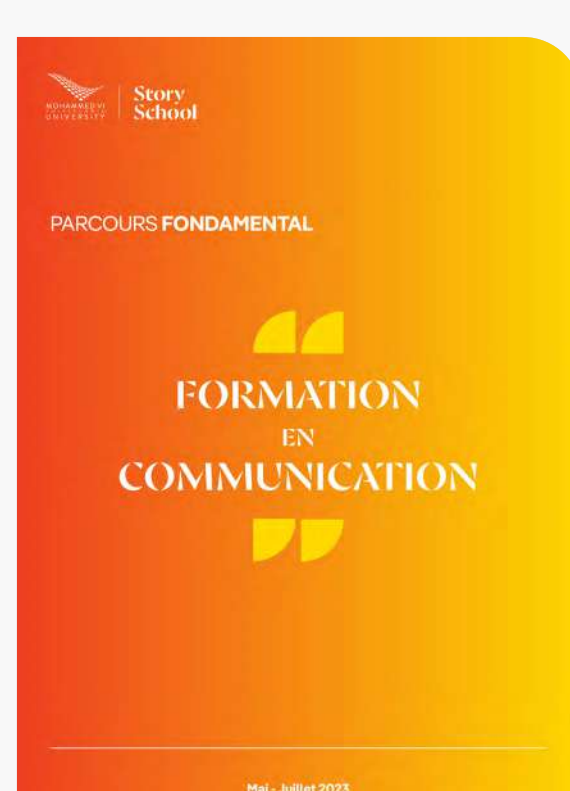
[Register here](#)

Launch of a fundamental program in communication for OCP & UM6P communication teams

Story School launches its first training program intended for communication teams of OCP Group and UM6P. This fundamental program offers the opportunity to 40-45 communication professionals from OCP Group (divided into 2 cohorts), to take a step back from their daily missions and to question their contribution to a successful communication transformation. It includes 15 courses in 13.5 days spread over a period of 2.5 months at a rate of 1-2 days per week.

This training will include 9 teaching units of the 11 that Story School offers in total.

The courses will be composed of theoretical and practical sessions as well as conferences, and will be given by communication professionals, with various profiles: from communication agencies to corporate communication experts and academic professors.



Storytelling in Africa : freeing our imagination to unleash our potential

Story School's first publication by Hajar Chokairi (Azell), Affiliate Professor



Image extracted from the movie "Black Panther" (2018)

African progress requires intellectual autonomy, a renewed perspective, and a focus on celebrating local success stories. Embracing storytelling and rejecting hierarchies can help reshape our narratives and contribute to a more equitable global future.

This article gives three main takeaways to write renewed stories about our continent :

- First, we, Africans, need to realize that we have no one to catch-up. Our only urgency is to live up to our potential and to quit the irresponsible global race that endangers the social and natural conditions of life. Doing that requires more intellectual autonomy, a renewed gaze on our continent and a long-term vision.
- Second, we must take more time to celebrate our African success stories (technological leapfrogs, reverse innovation, cultural and sporting global achievements...). But more than that, we need to change our gaze on these stories to create our local vision of success and better link what we already have with what needs to be invented, make connections between ancestral traditions and recent successes and promote plural narratives.
- Last but not least, to write our own stories, we have to get rid of our hierarchies, learn to see beauty where we have not been used to seeing it, be open to all forms of stories, whether they are oral or written, and in all languages. Embracing storytelling is also a means of self-discovery of introspection. By enchanting what is close to us and is sometimes underestimated we can reshape our own narratives and contribute to a more inspiring and equitable global future.

[Read the full article](#)

Story School voices of inspiration

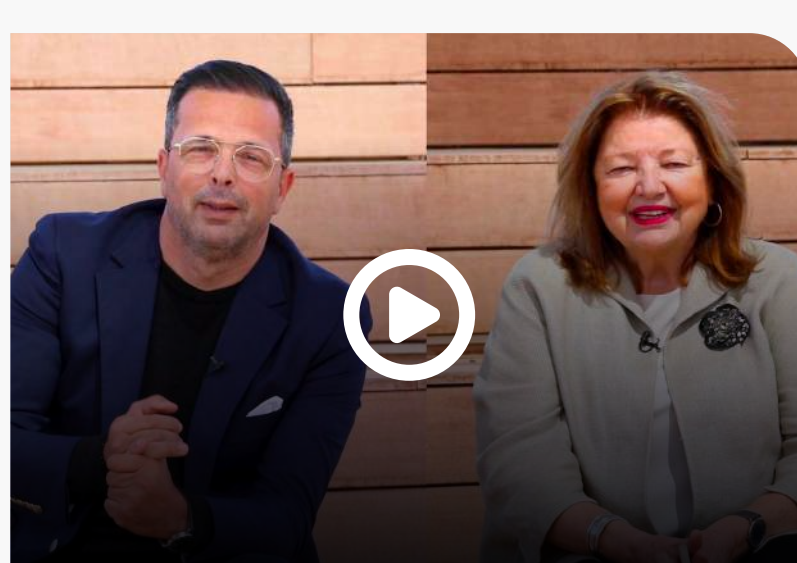
By enchanting what's close to us and is sometimes underestimated (our languages, sounds, spiritualities, local cultures, landscapes, traditions...) we can reshape our own narratives and contribute to a more inspiring and equitable global future.

Storytelling in Africa: freeing our imagination to unleash our potential
Hajar Chokairi (Azell) - April 2023

Crossed Stories

Jalal Bouzrara vs Suzanne Sauvage

« Crossed Stories » is a Story School original concept, featuring two communication experts in a short video where they share thoughts and views about their common passion. This first edition's guests are as special as they are different, with a deep knowledge in each one's own expertise. Jalal Bouzrara, a Moroccan radio and television star anchor and content producer; and Suzanne Sauvage, a cultural entrepreneur as the previous head of the McCord Museum in Montreal, with extensive experience in the field of communications, especially as the former President of the Canadian Group Cossette and Burson Marsteller in Paris.



Story School writes a new chapter and moves into its news premises

On March 6, 2023, Story School moved into its new premises at Mohammed 6 Polytechnic University in Rabat. This new relocation offers to the growing Story School team a dedicated space of work as well as for its professors and consultants.

Story School headquarters offer a conducive environment for research, learning and consulting thanks to a set of shared services such as the Learning Center, the individual coaching rooms, the quiet rooms, amphitheaters, wellness space and catering areas, thus allowing the professors and consultants to be totally immersed into a state of the art working environment.

This new step finalizes the integration of Story School within its ecosystem in a complete and complementary environment.

More stories

[You have more influence than you think](#)

[The Science behind the Art of Storytelling](#)

[The Science of Storytelling](#)