

The Storyteller

Story School's Newsletter | Summer Issue 2023

Welcome to **The Storyteller Summer Issue**. This edition is designed to offer you light-hearted content, sunny tips and entertaining recommendations.

Enjoy your reading and happy holidays!

Du Leadership empathique

par Amandine Hamon, Professeur affiliée à Story School

Dans un discours inspirant au MIT, en 2017, Tim Cook recommandait à des futurs leaders de ne jamais évacuer l'empathie de leur vie professionnelle. « **People will try to convince you that you should keep your empathy out of your career. Don't accept this false premise** » a lancé le PDG d'Apple. Depuis le tournant du siècle, le monde des affaires prend conscience du rôle essentiel de l'empathie pour un meilleur leadership.

Selon [un article du Harvard Business Review](#) publié en 2022, l'empathie serait désormais considérée comme une compétence phare pour les managers et communicants d'entreprise. Et pour cause : l'empathie est un outil essentiel pour bien communiquer. [Une étude menée par la chercheuse Melissa Fuller](#), de l'Université de Twente, au Pays-Bas, montre que ce soft skill est désormais considéré comme un critère d'excellence dans la performance des professionnels de la communication...

[Read full article](#)

Upcoming Events

Fundamental Program in Communication : Second Edition Announced !

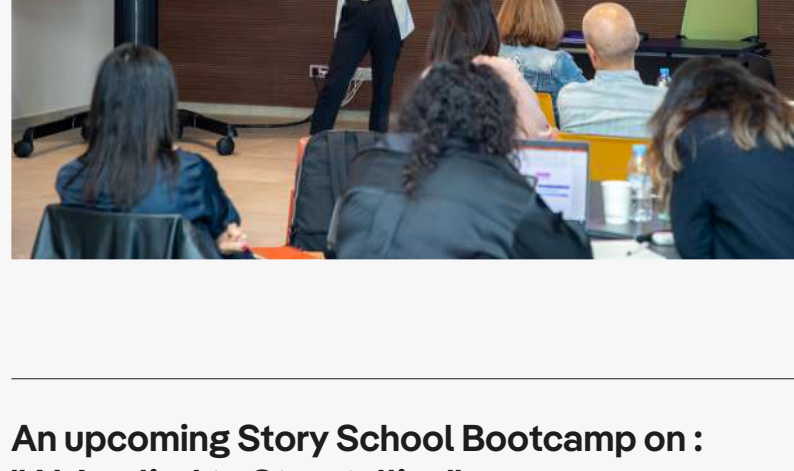
As the first edition of the Fundamental Program in Communication comes to a close, Story School announces the upcoming launch of the second edition scheduled to take place after the summer break.

The School has delivered a series of training sessions to OCP & UM6P communications teams between the months of May and July 2023.

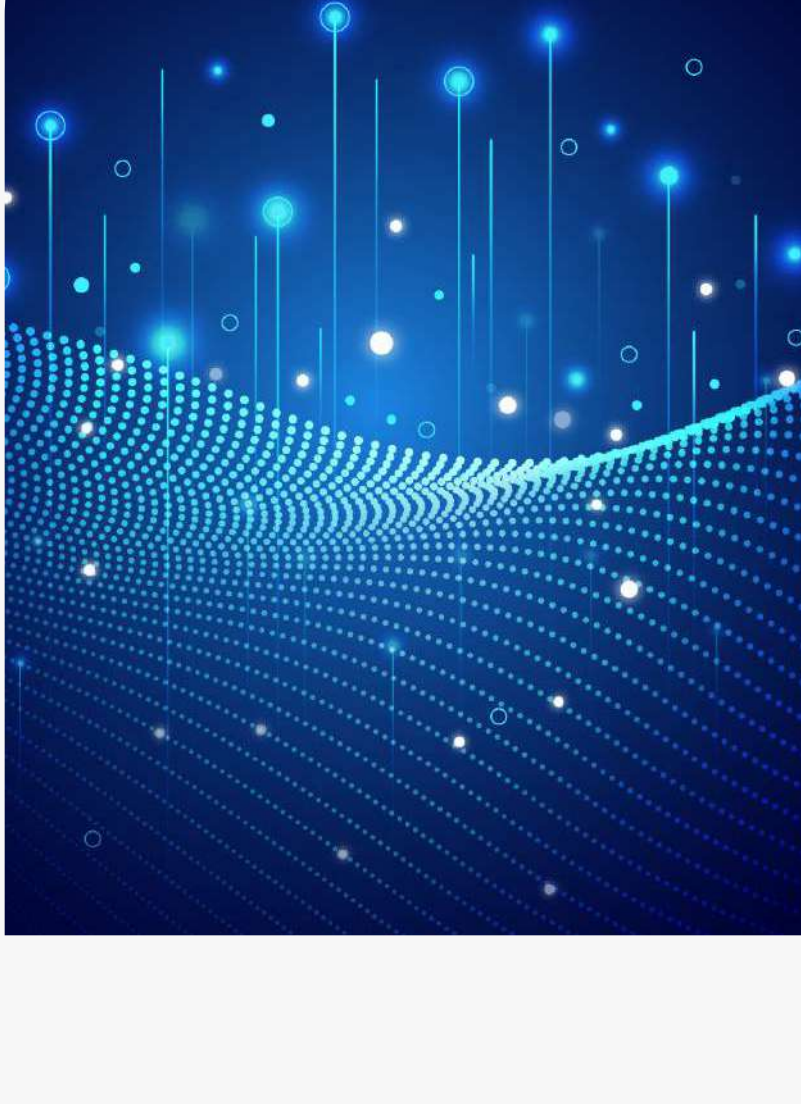
The training offered the opportunity to 45 professionals to work on their pitches, improve their writing skills, learn more about the media landscape, and take courses on topics such as strategic and crisis communications, press relations, social media, and communication with AI.

The upcoming edition of the program, which will be spread over a longer period, will start in **September 2023** and end in **February 2024**.

The program will also be an opportunity for participants of the first edition to complete their training, by retaking the specific courses they couldn't attend on the first edition.



[Register Now](#)



An upcoming Story School Bootcamp on : "AI Applied to Storytelling"

In line with its disruptive and avant-garde vision of communications, Story School is launching a crash course on "AI Applied to Storytelling" from September 20th-22nd, with **Mr. Hong Qu**, a Harvard faculty member at the forefront of the subject.

How does AI affect storytelling? How to use it efficiently and effectively, so that you remain in control, taking the reins instead of being subjected to it? How to leverage cutting-edge technologies such as ChatGPT to create captivating and compelling narratives that resonate with audiences across various platforms and then measure their reach and impact? These are just some of the skills this course will teach through hands-on demonstrations and exercises.

Mr. Hong Qu is an accomplished lecturer at Harvard Kennedy School, specializing in data visualization, who also serves as a research fellow at the Malcolm Wiener Center for Social Policy. With a significant background in engineering and design, he played a crucial role in YouTube's startup stage, developing key features such as Channels and skippable ads.

[Register Now](#)

Unlock your creativity and don't forget to register!

African Stories A writing contest to tell Our Africa, Our stories

Collaborators & Students of the OCP - UM6P ecosystem: you still have until September 3rd to submit your entries for Story School's Writing Contest, "African Stories" !

It's time to shake up our perception of the continent, revisit our past, celebrate our successes and imagine futures in which we'd like to live. We invite you to write your own Africa story, with your words, your emotions and your vision. We've all come across stories of ordinary heroes and heroines that deserve to be told, achievements that have made us proud and stories that have left their mark on us.

Remember, the text must be 1,000-2,500 words and must be sent to the following email address: writeyourpiece@um6p.ma.

[Register](#)



Upcoming launch of Story School's official social media platforms and website



As an integral part of UM6P's communication ecosystem, Story School is dedicated to empowering communications in a changing world. We firmly believe in the transformative influence of storytelling. That is why we are thrilled to announce the forthcoming launch of our official social media platforms and website.

Our social media platforms will serve as vibrant hubs, inspiring and providing insights into the latest communication trends. You'll have the opportunity to connect with a diverse community and stay up to date with the latest developments of Story School, showcase the esteemed national and international experts and professors working with us, and highlight our Learning, Research, Advisory, Media, and Art programs. Where stories are shared, ideas flourish and meaningful connections can be forged.

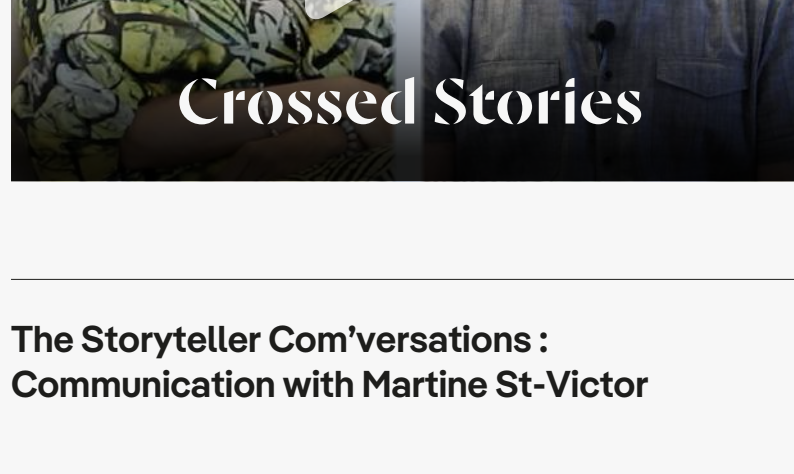
Stay tuned for this exciting milestone !

Latest News

Crossed Stories : Embarking on a Journey of Insights

Welcome to the third edition of "Crossed Stories", an original Story School concept which throws you into the heart of a unique encounter between two communications experts.

Through this video, Jon Haber, Professor of Crisis and Strategic Communication and Public Affairs at the Harvard Kennedy School and Nodidi Okonkwo Nwuneli, Expert in Social Innovation, Agriculture and Nutrition in Africa and the President and Founder of "African Food Change Makers" take us on a journey full of insights.



The Storyteller Com'versations : Communication with Martine St-Victor

Introducing "The StoryTeller Com'versation," a disruptive concept where a Story School guest and a Story School member engage in a discussion centred around communication.

This unique format offers a global perspective and a fresh outlook on various subjects. In its inaugural edition, Story School is honoured to host Martine St-Victor, the General Manager of Edelman-Montréal, who will lead an unfiltered discussion around empathetic leadership.

Happy listening!

Summer Tales

Let yourself be carried away by our film and literary recommendations, specially designed to make your summer a genuine journey of discovery. Get ready to escape with our "Summer Tales"!

Books :



Les dames du douir

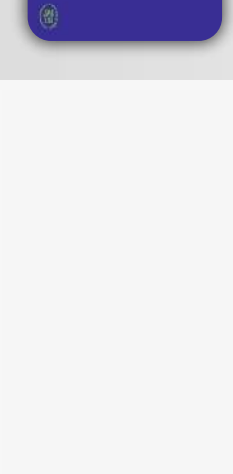
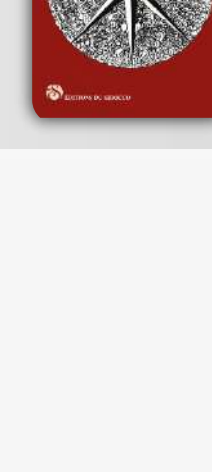
by Amal Chkili

The intertwined destinies of two sisters forced to leave their families in the countryside to work as maids in the city. Throughout their journey, they will question the weight of tradition, the relativity of time and the resonance of life experiences. While their story takes place in Morocco in the 1980s, it unfolds right up to the present day, brilliantly highlighting the evolution of a Morocco both beautiful and complex.

Zakaria Boualem découvre l'histoire du Maroc

by Réda Allali

A history of Morocco with "claimed subjectivity", far from the textbooks, although written from facts reported by historians, and that readers will remember !



L'étonnant pouvoir des couleurs

by Jean-Gabriel Causse

This accessible, light-hearted essay has been enriched by the latest academic studies on color and Robin Gillet's magnificent illustrations. After reading it, you'll never see color in the same way again.

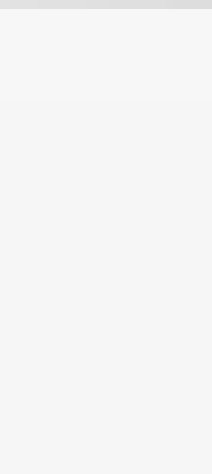
Recommended by Mrs. Martine St-Victor, affiliate professor at Story School

Unleash the Power of Storytelling : Win Hearts, Change Minds, Get Results

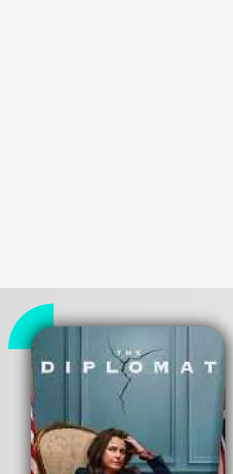
by Rob Biesenbach

Unleash the Power of Storytelling offers a practical roadmap to crafting and delivering more powerful, persuasive stories that you can use to get more of what you want out of your career and your life.

Recommended by Mr. Frédéric Cavazza, Consultant at Story School



Movies / Tv Shows / Documentaries :



Black Mirror

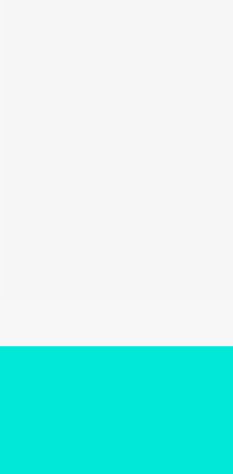
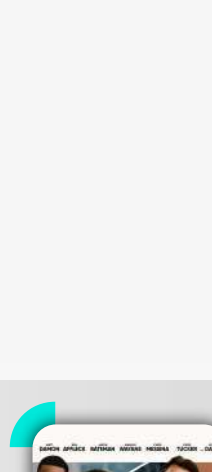
A tv show created by journalist, writer and animator Charlie Brooker. Each episode is self-contained and shows the dependence of men on everything to do with screens.

Recommended by Mr. Thomas Fournier, affiliate professor at Story School

AlphaGo

AlphaGo provides a captivating insight into the power of artificial intelligence, demonstrating how this technological creation can surpass the abilities of the greatest masters of the game of Go, inspiring profound reflection on the interaction between man and machine in our shared quest for knowledge and discovery.

Recommended by Mr. Thomas Fournier, affiliate professor at Story School



The Diplomat

This tv show highlights the crucial importance of communication in diplomacy. It underlines just how essential the choice of words can be and shows the viewers how to use them. It also highlights the need to know how to adapt one's message to suit each situation based on its circumstances.

Recommended by Mrs. Martine St-Victor, affiliate professor at Story School

Air

The movie tells the story of Sonny Vaccaro, Nike's sports marketing director, who relentlessly pursues Michael Jordan for a historic partnership in a competitive environment largely dominated by Converse. The film underlines the importance of repositioning the Nike brand and conversates its odyssey.

Recommended by Story School team

