

# The Storyteller

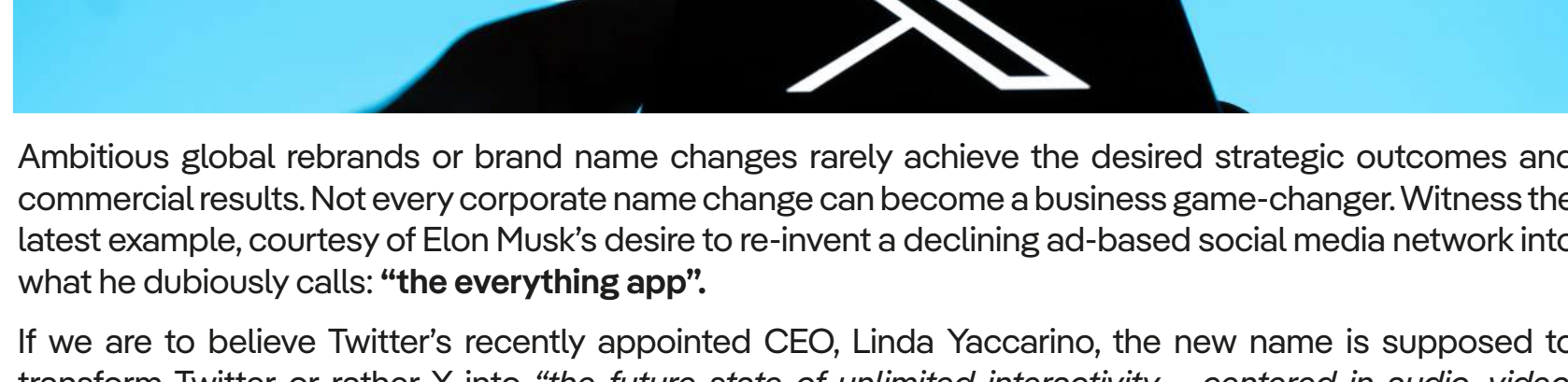
Story School's Newsletter | Issue 05

Welcome to **The Storyteller**. This is 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.



## The X Factor: Name change or game change?

By Badr El Fekak, Professor at Story School



Ambitious global rebrands or brand name changes rarely achieve the desired strategic outcomes and commercial results. Not every corporate name change can become a business game-changer. Witness the latest example, courtesy of Elon Musk's desire to re-invent a declining ad-based social media network into what he dubiously calls: **"the everything app"**.

If we are to believe Twitter's recently appointed CEO, Linda Yaccarino, the new name is supposed to transform Twitter or rather X into *"the future state of unlimited interactivity – centered in audio, video, messaging, payments/banking – creating a global marketplace for ideas, goods, services, and opportunities. Powered by AI, X will connect us all in ways we're just beginning to imagine"*. Can these lofty goals be achieved with a simple name-change? It seems hard to imagine.

Musk and Yaccarino have fallen victim to a common rebranding mistake...

[Read full article](#)



## Upcoming Events

### Writing Contest

Attention all collaborators and students of the OCP-UM6P ecosystem.

Don't miss the opportunity to participate in Story School's **Writing Contest: "African Stories"**. The submission deadline has been extended to **January 9th, 2024!**

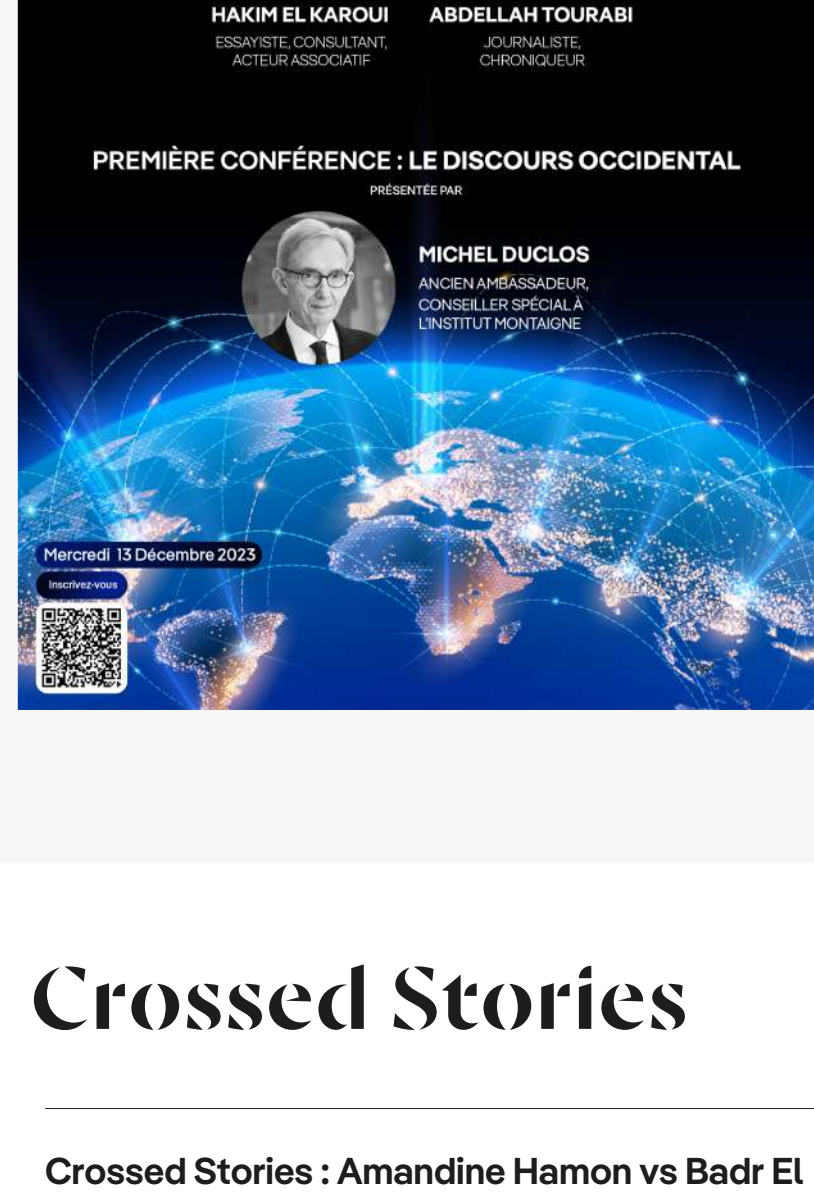
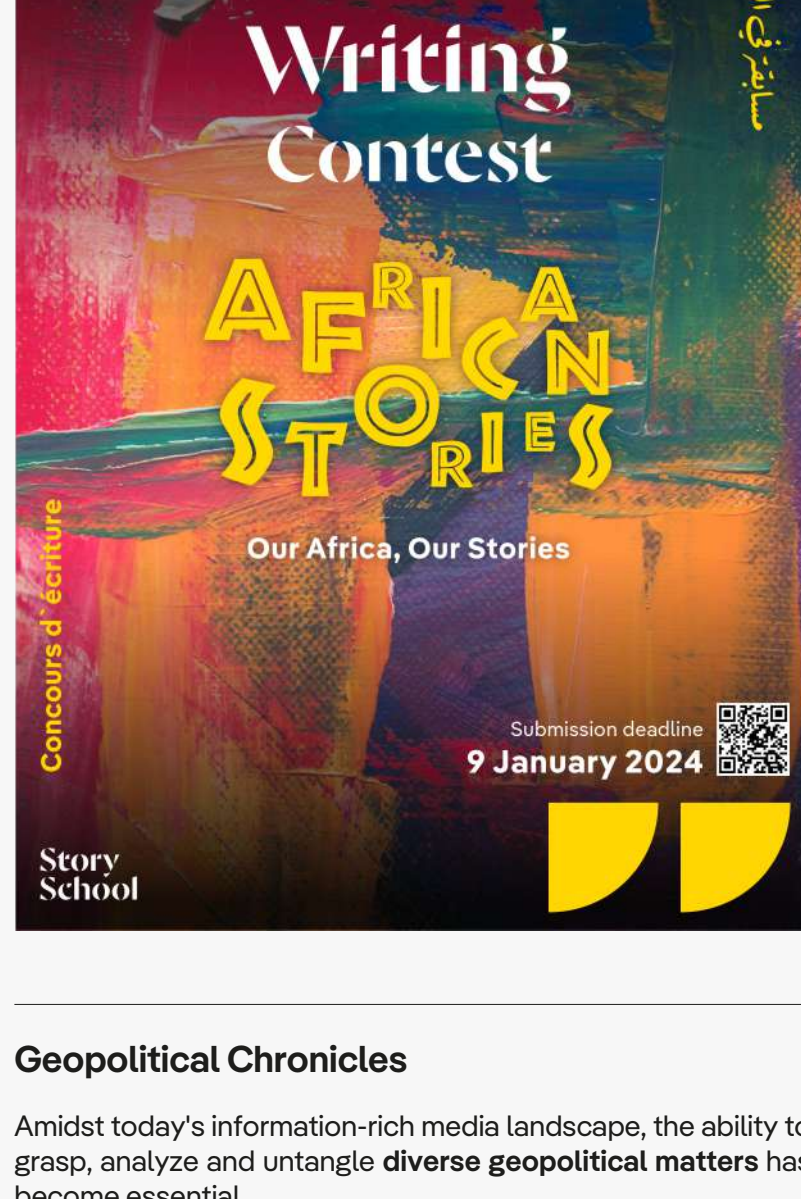
Let's celebrate our achievements, revisit our history, and imagine promising futures through the power of your words, emotions, and vision.

Remember, your piece should be between 1,000 and 2,500 words and can be submitted to [writeyourpiece@um6p.ma](mailto:writeyourpiece@um6p.ma)

For more details on the contest rules and judges, just scan the QR code on the poster.

Let's unite with our pens and share the tales of our Africa!

[Register Now](#)



### Geopolitical Chronicles

Amidst today's information-rich media landscape, the ability to grasp, analyze and untangle **diverse geopolitical matters** has become essential.

In this context, we are pleased to announce that Story School is planning to **launch a series of enlightening conferences** entitled **"Geopolitical Chronicles"**, followed by interactive sessions dedicated to **deciphering geopolitical narratives across major global regions**.

These conferences are open to UM6P-OCP Group collaborators and UM6P students interested in **geopolitical topics related to strategic communications**. Through the lens of the Ukrainian conflict as a real-world case study, our conferences will delve into a spectrum of pressing **contemporary geopolitical issues**. These topics include discussions on the changing world order, the pivotal role of Africa on the international stage and the critical issue of food security. Our conference cycle is set to begin on **December 13th, 2023**, with an inaugural conference centered around Western discourse. This journey will unfold across the 2023-2024 calendar year, exploring narratives from Russia, India, China and Africa, ultimately culminating in a comprehensive "synthesis" conference in June 2024.

**Register via the QR code and stay tuned for further details on this enriching series of events that promise to expand your understanding on global geopolitics narratives.**

[Register Now](#)

## Crossed Stories

### Crossed Stories : Amandine Hamon vs Badr El Fekak

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

Badr El Fekak, is a Branding Strategy & Digital Content professor at Story School and also is the current Managing Director at Cairns Oneil in Canada. Amandine Hamon, also a professor at Story School, is the current Communications project manager at the Center for International Studies & Research and the Chief Editor of Universitat de Montréal.



Story School voices of inspiration

**Do you want to send a strong signal to investors about a change in your strategic focus without endangering your brand equity or your consumer facing awareness? Well, you can easily do so by leveraging your brand architecture**

The X Factor: Name change or game change?  
Badr El Fekak

## Latest News

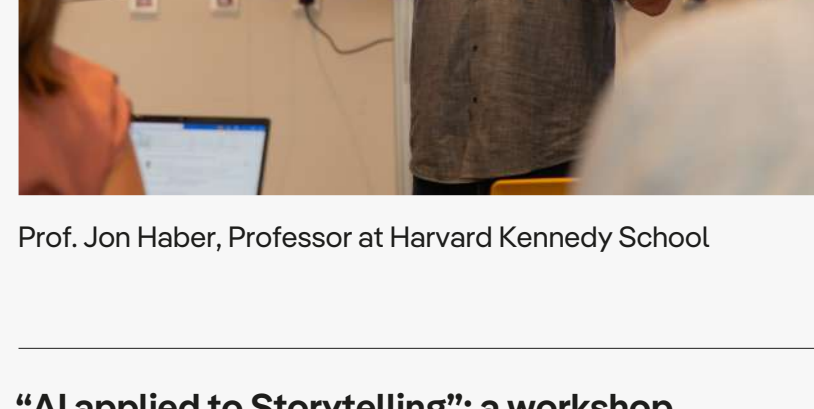
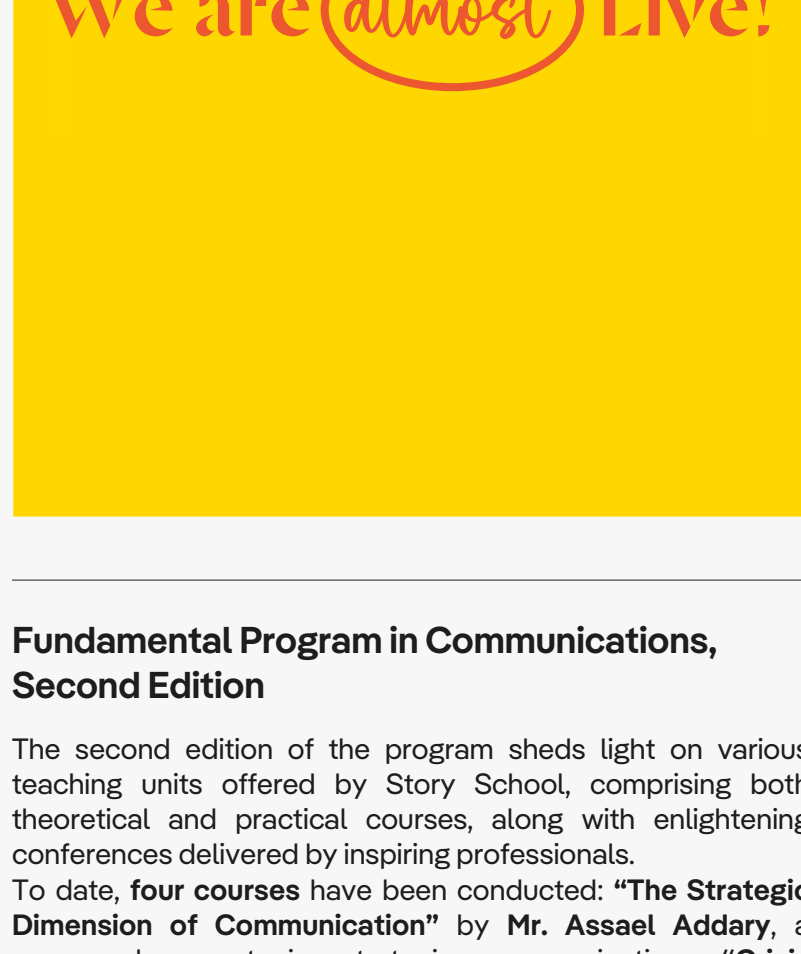
### Soon to be : Unveiling Story School's Official Social Media Channels and Website!

We are thrilled to announce a major milestone in our journey of empowering communications in a changing world. Story School, an integral part of UM6P's ecosystem, is dedicated to the art of storytelling and its transformative potential. **We are excited to share that the upcoming launch of our official social media channels and website is just around the corner, set to be launched sometime in November!**

Our social media channels are designed to be vibrant hubs of inspiration, offering valuable insights into the latest communications trends. By connecting with us, you'll gain access to a diverse community and stay updated on the latest stories that Story School has to offer. This encompasses the spotlighting of our esteemed international experts and professors, as well as highlighting our programs in Learning, Research, Advisory, Media, and Art.

In a world where stories are the currency of connection, we invite you to stay tuned for this exciting milestone. Together, let's harness the power of storytelling to forge meaningful connections and thrive in our ever-changing world.

Stay connected and be part of this exciting journey with Story School!



Prof. Jon Haber, Professor at Harvard Kennedy School

### "AI applied to Storytelling": a workshop exploring the intersection between Art and Science

Story School organized, a Workshop on "AI applied to Storytelling" that took place **between the 20th and the 22nd of September**. The training was led by **Professor Hong Qu**, an Adjunct Lecturer at the **Harvard Kennedy School**, and a member of Youtube's start-up team who helped create many of the platform's functionalities, such as Channels and the Skip Ads button.

Professor Qu took participants on a journey through the applications of AI in storytelling. The training allowed attendees to gain deep knowledge and hands-on experience in this growing field. Professor Qu's teaching guided participants through a comprehensive tour of AI's applications in narrative creation, including text, video enhancement, data visualization, collection and analysis, and much more. Practical exercises ignited creativity!

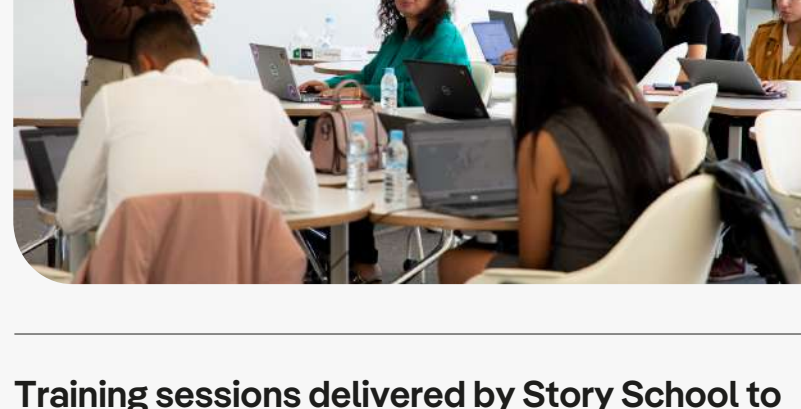
The workshop didn't just explore AI's potential but also tackled its ethics. Discussions on authorship, copyright, and bias in AI-generated narratives encouraged critical thinking about AI's responsible use.

Professor Hong Qu's workshop offered an immersive experience where participants gained a practical toolkit to navigate AI in general, with a specific focus on Storytelling.

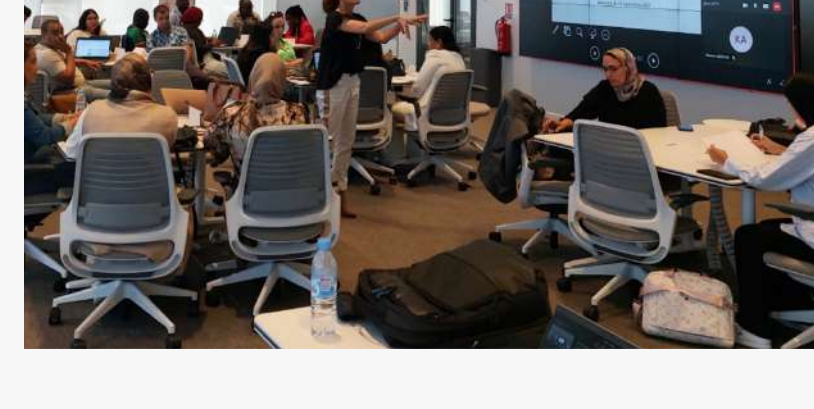
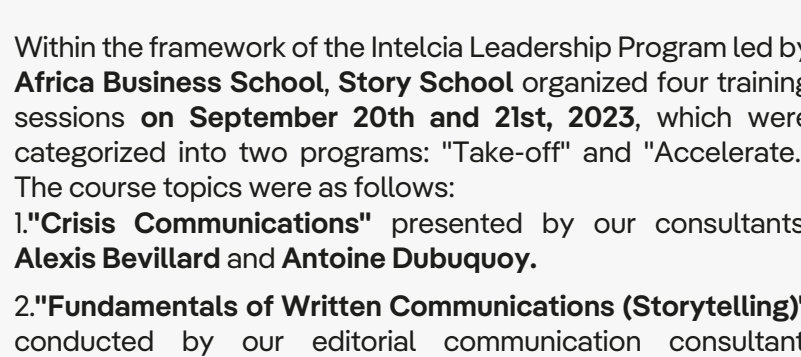
### Fundamental Program in Communications, Second Edition

The second edition of the program sheds light on various teaching units offered by Story School, comprising both theoretical and practical courses, along with enlightening conferences delivered by inspiring professionals.

To date, **four courses** have been conducted: **"The Strategic Dimension of Communication"** by **Mr. Assael Addary**, a renowned expert in strategic communication; **"Crisis Communication Awareness"** by **Mr. Jon Haber**, Adjunct lecturer at Harvard Kennedy School; **"Marketing Communications: Contemporary Issues and Strategic Trends"** by **Mr. Jean-Jacques Strélski**, associate professor at HEC Montréal and **"Digital Issues and Trends"** by **Mr. Jean-François Renaud**, professor at HEC Montréal.



Prof. Hong Qu, Harvard Kennedy School



### The Storyteller Com'versations: Communications with Benjamin Dard

Introducing "The Storyteller Com'versations": 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 second edition, Story School was honoured to host Benjamin Dard to talk about deciphering the pitfalls of misinformation. He is editor-in-chief of Square Media and founder and director of Philae Productions, which produces podcasts and documentaries on pressing social issues.

Happy listening!

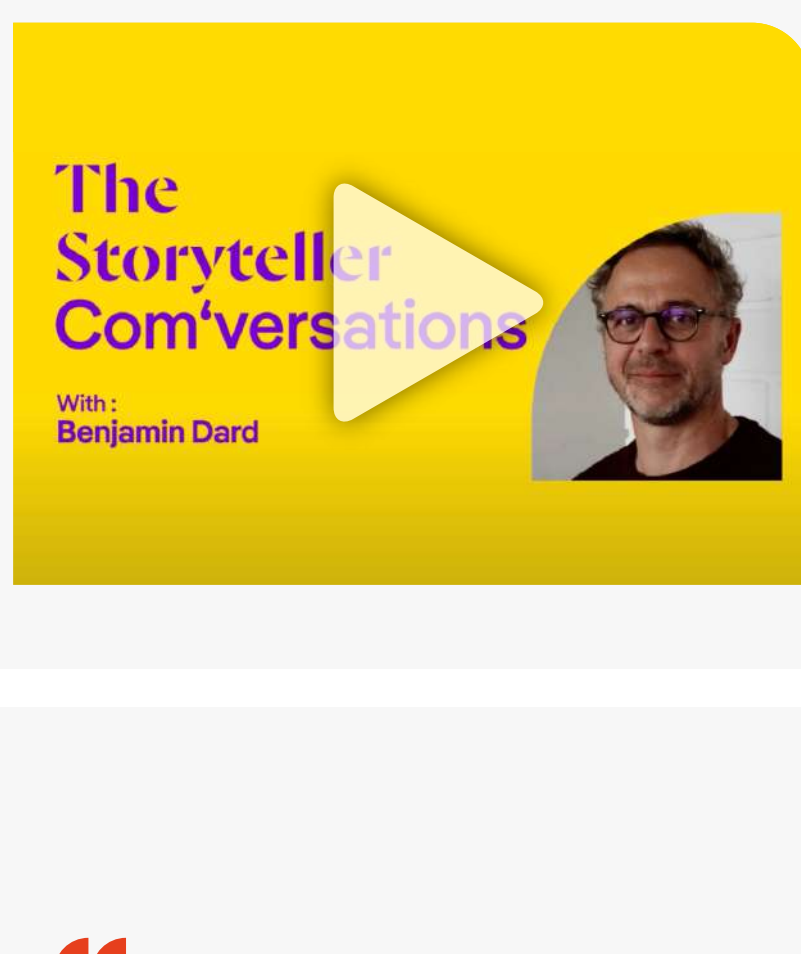
### Training sessions delivered by Story School to Intelcia (In collaboration with ABS)

Within the framework of the Intelcia Leadership Program led by **Africa Business School**, **Story School** organized four training sessions on **September 20th and 21st, 2023**, which were categorized into two programs: "Take-off" and "Accelerate." The course topics were as follows:

1. **"Crisis Communications"** presented by our consultants, **Alexis Bevilard and Antoine Dubuquoy**.

2. **"Fundamentals of Written Communications (Storytelling)"** conducted by our editorial communication consultant, **Stéphane Dorothée**.

In the "Accelerate" program, the primary emphasis was placed on the significance of effective communications during a crisis and how to handle it using both traditional and digital media. As for the "Take-off" program, the main objective was to promote a better understanding of written communications, particularly within the organization. The aim was also to teach general techniques of written communications and writing strategies tailored for managerial purposes.



## More stories

[How to Become a Marketing Superhero](#)

[Business Storytelling Made Easy](#)

[Operations in an Era of Radical Uncertainty](#)