

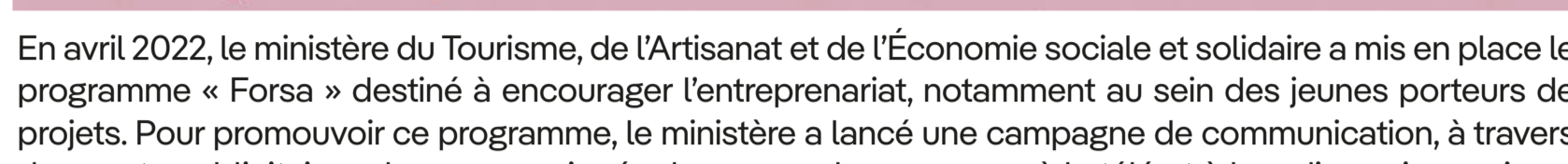
Welcome to The Storyteller **Ramadan Issue**, a newsletter that brings you updates, stories and articles that shine a light on communication in leadership. Helping you to find your voice and use it. Story School wishes you a Ramadan Mubarak! May this holy month bring you and your loved ones peace, joy, and spiritual fulfillment.

Enjoy your reading and happy Ramadan!



Journalistes Vs Influenceurs, la guerre du contenu.

par Abdellah Tourabi, Expert à Story School



En avril 2022, le ministère du Tourisme, de l'Artisanat et de l'Économie sociale et solidaire a mis en place le programme « Forsa » destiné à encourager l'entrepreneuriat, notamment au sein des jeunes porteurs de projets. Pour promouvoir ce programme, le ministère a lancé une campagne de communication, à travers des spots publicitaires, des communiqués de presse, des passages à la télé et à la radio, mais aussi une rencontre de la ministre du Tourisme avec des influenceurs. Pour les organisateurs de cette rencontre, il ne s'agissait que d'une simple étape dans leur campagne de communication, et d'un moyen parmi d'autres pour rendre publique un programme, a priori louable ! Mais cette rencontre d'un membre du gouvernement avec des influenceurs, pour promouvoir une politique publique, s'est transformée en polémique, qui a altéré le lancement du programme « Forsa » ...

[Read full article](#)



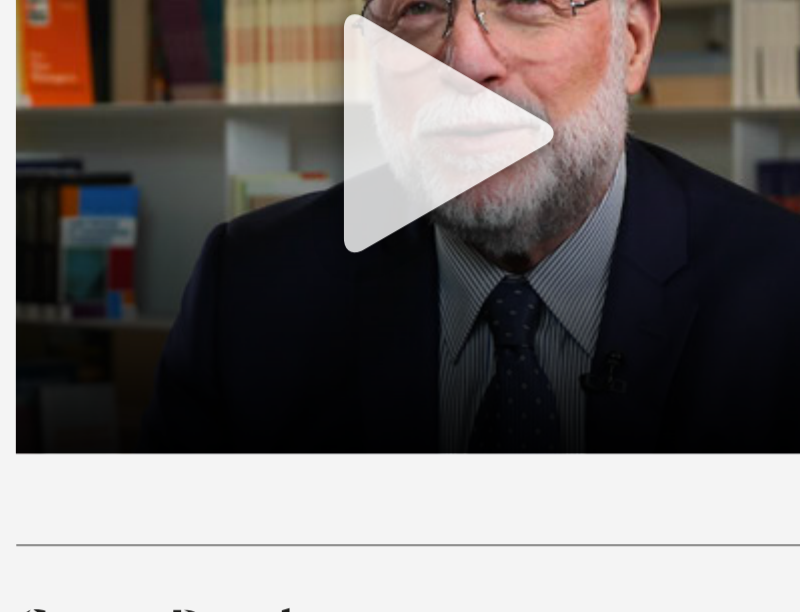
Story Highlights

Story School's Thought Leaders - First Episode

Story School presents the first episode of Story School's Thought Leaders. Inaugurating this series is **Dr. Ricardo Hausmann**, Director of the Harvard Growth Lab and a Professor of the Practice of International Political Economy at the Harvard Kennedy School.

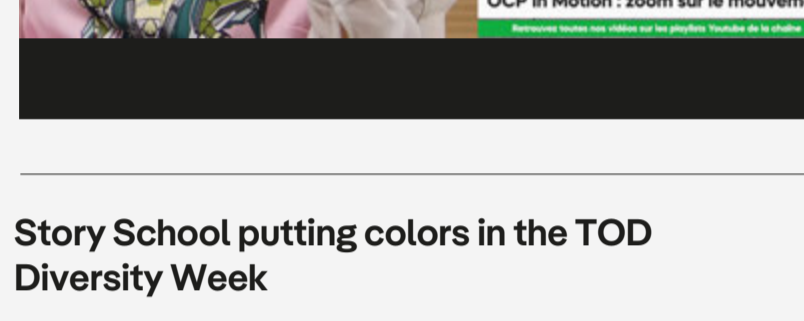
Shedding the light on Morocco, Dr. Hausmann highlights the significant role that narratives play in fostering collaboration and spreading knowledge – especially in the complex world of growth and development.

[Click and get to know more about the transformative power of storytelling!](#)



Story School putting colors in the TOD Diversity Week

In line with International Women's Day, Story School joined hands with TOD in the Diversity Week, spearheading a series of communication initiatives. Among these initiatives was the creation of a vibrant and uplifting brand identity, fostering an atmosphere of inclusivity and celebration.



Story Prod

Story School has been supporting the Talent & Organizational Development team within OCP in the launch of the movement and LFT2. They have unveiled an internal communications platform: **The OCP Web TV**, which has gone live with the first episode of the **'Our Transformation Journey'** capsules. It promises other concepts and faces, soon to be aired.

The OCP TV is an internal platform, accessible to employees only, and designed to infuse the Group's Vision, Strategy, and Philosophy, as well as to publicize its structuring projects and the employees who bring them to life.

Story School is hosting TV Shows & Podcasts Training Sessions

Another exciting program was added to the agenda this year by Story School, promising enriching outcomes to around **240 participants from OCP** who showed interest in taking part of this journey, to **equip the new talents who will animate OCP's podcasts**. Thirteen sessions of "Hosting TV shows and Podcasts" are planned over a period of one month and a half.

A part of the program has already taken place, including two sessions of "Host a TV Show" animated by **Mr. Jalal Bouzrara**, and four sessions of "Host a Podcast" presented by **Mr. Reda Altali, Ms. Manal Bernoussi and Ms. Yasmine Elkerouani**.



[Stay tuned for the remaining sessions!](#)

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

On February 7th, 8th, and 9th, 2024, Story School delivered three training sessions as part of the Beyond program, in collaboration with the Africa Business School:

- **"The Pitch"** with Professor Aleksandra Skora: providing participants with a toolkit and techniques for storytelling to design impactful interventions and gain buy-in.
- **"Writing with Impact"** with Professor Hajar Chokairi: highlighting some writing techniques to ensure clear language, including syntax, vocabulary, types of sentences, etc.
- **"The Fundamental of communication"** with Professor Amandine Hamon, focusing on fundamental communication concepts to develop one's communication skills.



UM6P Science Week: Transition(s)

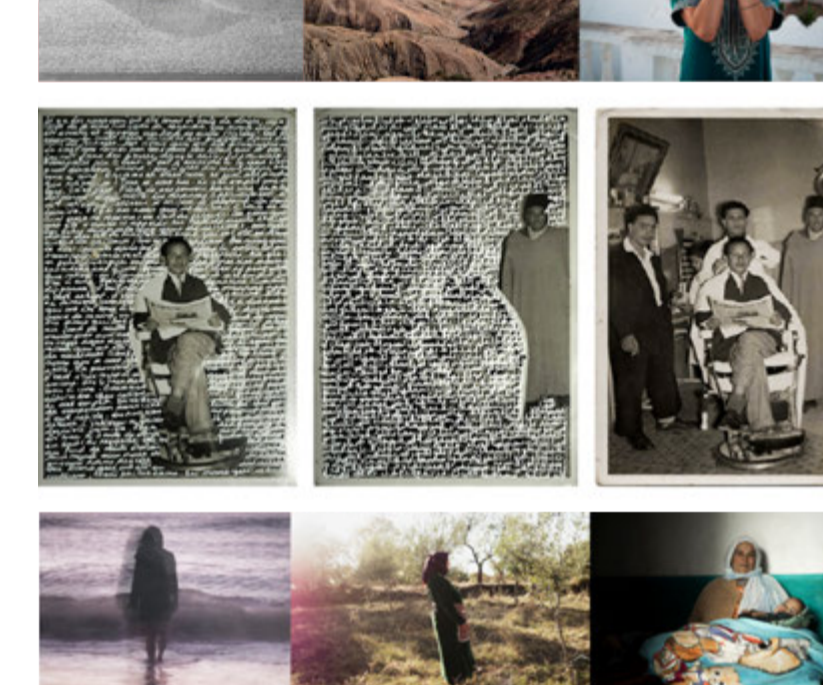
As part of the exploration, Story School participated in the 4th edition of Science Week under the theme "Transition", which took place at UM6P-Benguerir from February 12 to 16, 2024.

Story School engaged through various creative concepts blending communication with science. The objective was to highlight a narrative that broke down complex concepts by personifying them through the experts who participated in the event, but also to demystify science by deconstructing preconceived ideas and showing that it could be accessible to all audiences.

[Click to know more through the videos of the Week!](#)



Latest News



Bridging Civilizations Through Art: Exploring Stories About Art Across Cultures

We are delighted to announce the exhibition featuring the artist Mouna Saboni at UM6P FRANCE in partnership with IMA and Story School. The opening took place in February and unveiled, for the first time, the complete series "Those whom our eyes seek and those before them still," which digs into the layers of Moroccan history to understand her own story.

Mouna Saboni uses photography to gather archives from Spanish studios in Tangier, depicting the lives of Westerners in Morocco from the 1920s to the 1950s. She reinterprets these photos by adding inscriptions in French and Arabic, thereby creating visual poetry and reconstructing her own family album. This artistic work reflects her personal and universal exploration of identity and history.

Alongside our artistic collaboration, we are embarking on a training collaboration with our partners, UM6P FRANCE & IMA. This effort aims to integrate important skills in curation, visual design, and artistic creation. We firmly believe that these skills are essential for informed, contemporary, and emotionally resonant communication.

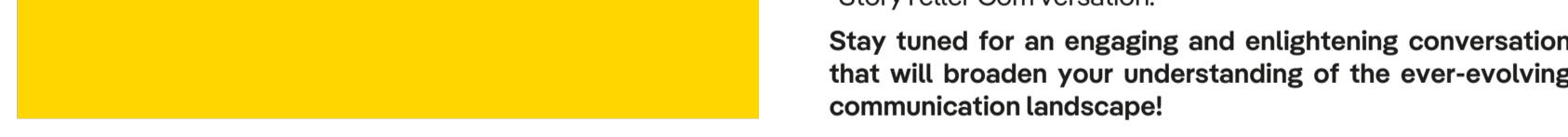


Social Media Overview with Frederic Cavazza

Introducing the "Storyteller Com'versation", an innovative concept that takes center stage in our communication landscape. In this special format, an expert from Story School and a dedicated member engage in a compelling discussion that revolves around the intricate world of communication.

This podcast promises a unique and global perspective, providing fresh insights on a variety of subjects. In its inaugural edition, Story School is excited to welcome **Fredéric Cavazza**, Co-founder and CEO of SYSK. As a seasoned digital acceleration consultant and speaker, Frédéric has played a pivotal role in helping major brands through digital transformation. Frédéric brings a wealth of expertise to our "StoryTeller Com'versation."

[Stay tuned for an engaging and enlightening conversation that will broaden your understanding of the ever-evolving communication landscape!](#)



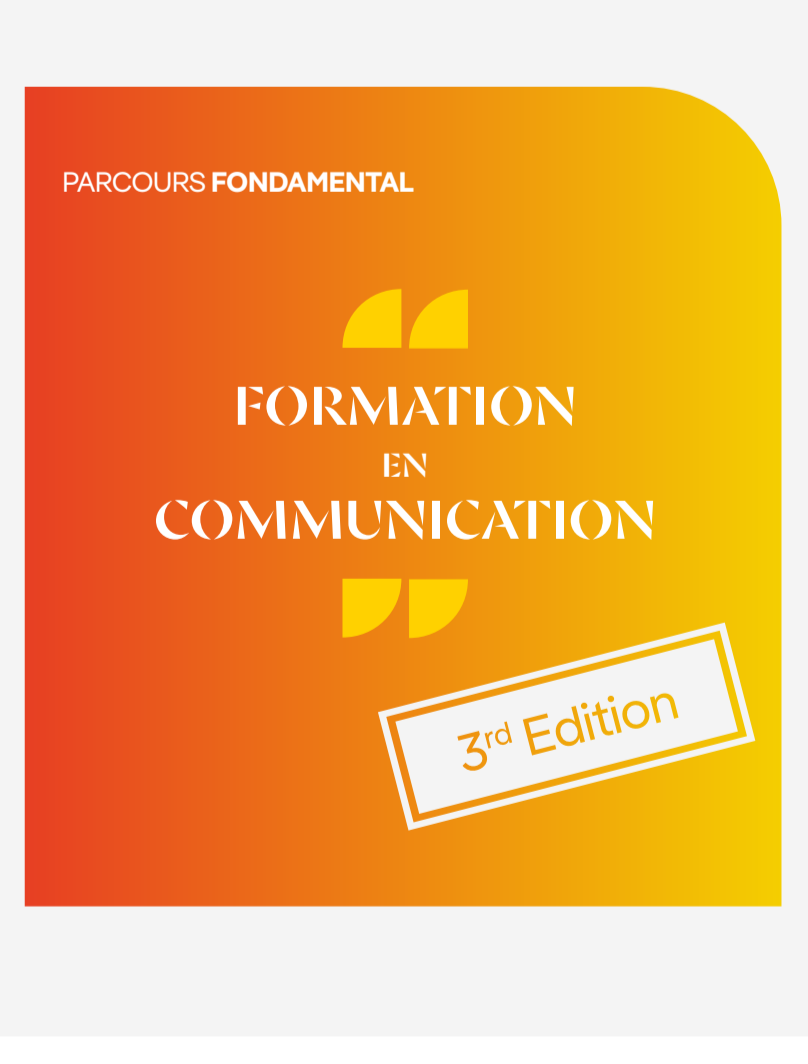
Upcoming Events

Fundamental Program in Communication - Third Edition

Looking ahead to the exciting agenda of 2024, we are glad to announce the **upcoming 3rd edition of the Communications Fundamental Program, now open to the public!** Scheduled to run from May to October 2024, this edition promises to be our most comprehensive yet. With a lineup of 15 courses spread over 14 days, participants will delve into a diverse range of topics essential for effective communication. From mastering financial communication to navigating the complex media landscape and combating misinformation, our program covers it all. With an anticipated enrollment of around 45 participants, this edition promises to be an enriching experience for all.

[Stay tuned for further updates as we gear up for this transformative journey!](#)

[Register here](#)

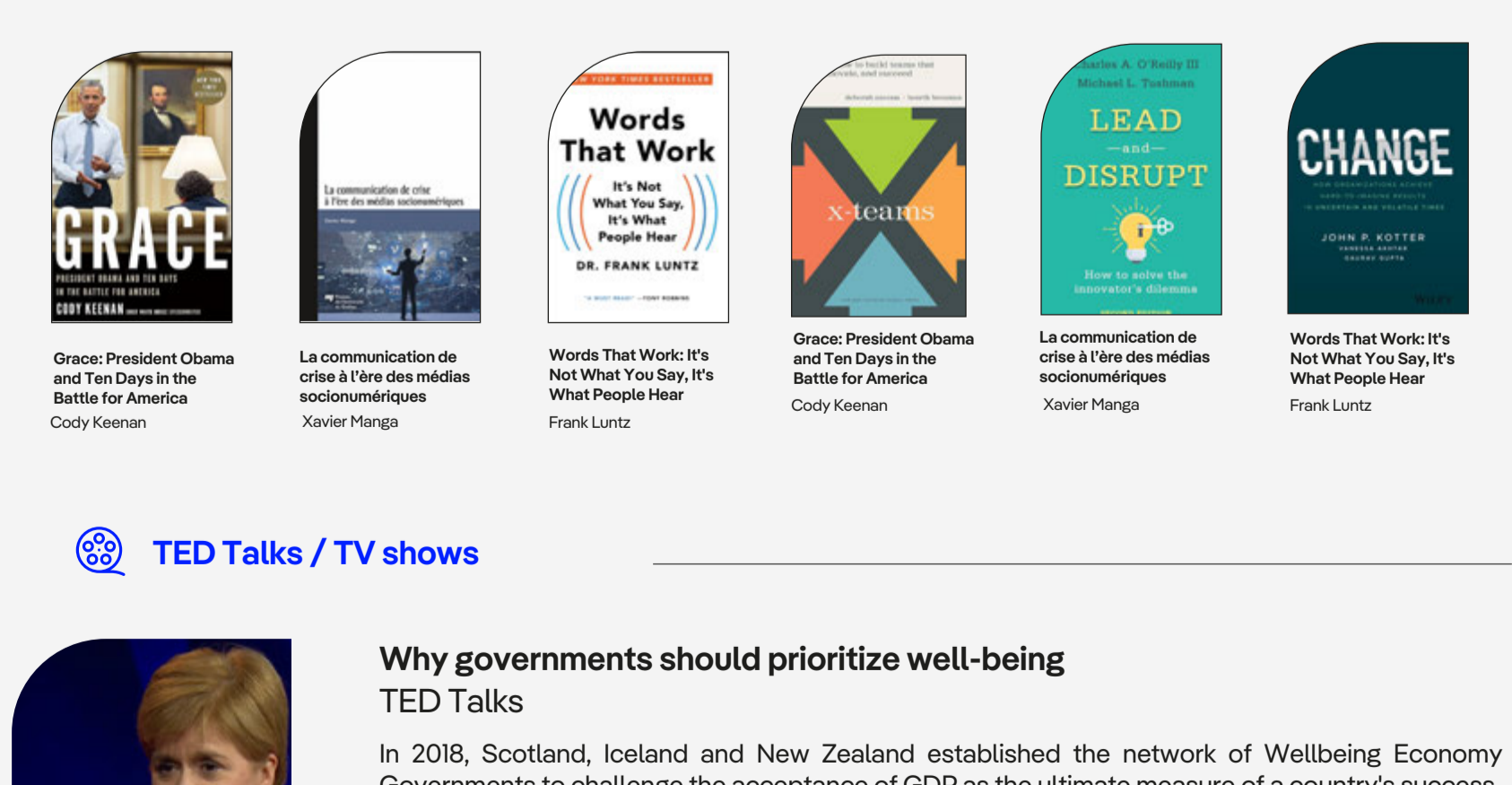


Food for Thought

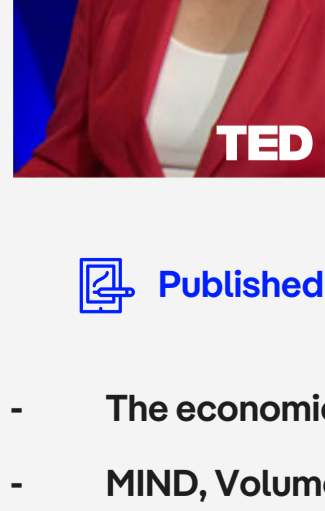
Embrace curiosity during this Holy Month with our recommended reads, a fresh cultural season, and our rich content offerings.

Let this be a month of discovery, inspiration and an embrace of the arts and communications.

Books



TED Talks / TV shows



Why governments should prioritize well-being

In 2018, Scotland, Iceland and New Zealand established the network of Wellbeing Economy Governments to challenge the acceptance of GDP as the ultimate measure of a country's success. In this visionary talk, First Minister of Scotland Nicola Sturgeon links the far-reaching implications of a "well-being economy" -- which places factors like equal pay, childcare, mental health and access to green space at its heart -- and shows how this new focus could help build resolve to confront global challenges.

Published Articles

- **The economic potential of generative AI: The next productivity frontier – 2023 – MCKINSEY**
- **MIND, Volume LIX, Issue 236 – October 1950 – A.M. TURING**