

The Storyteller

Story School's Newsletter | Summer Issue 2024

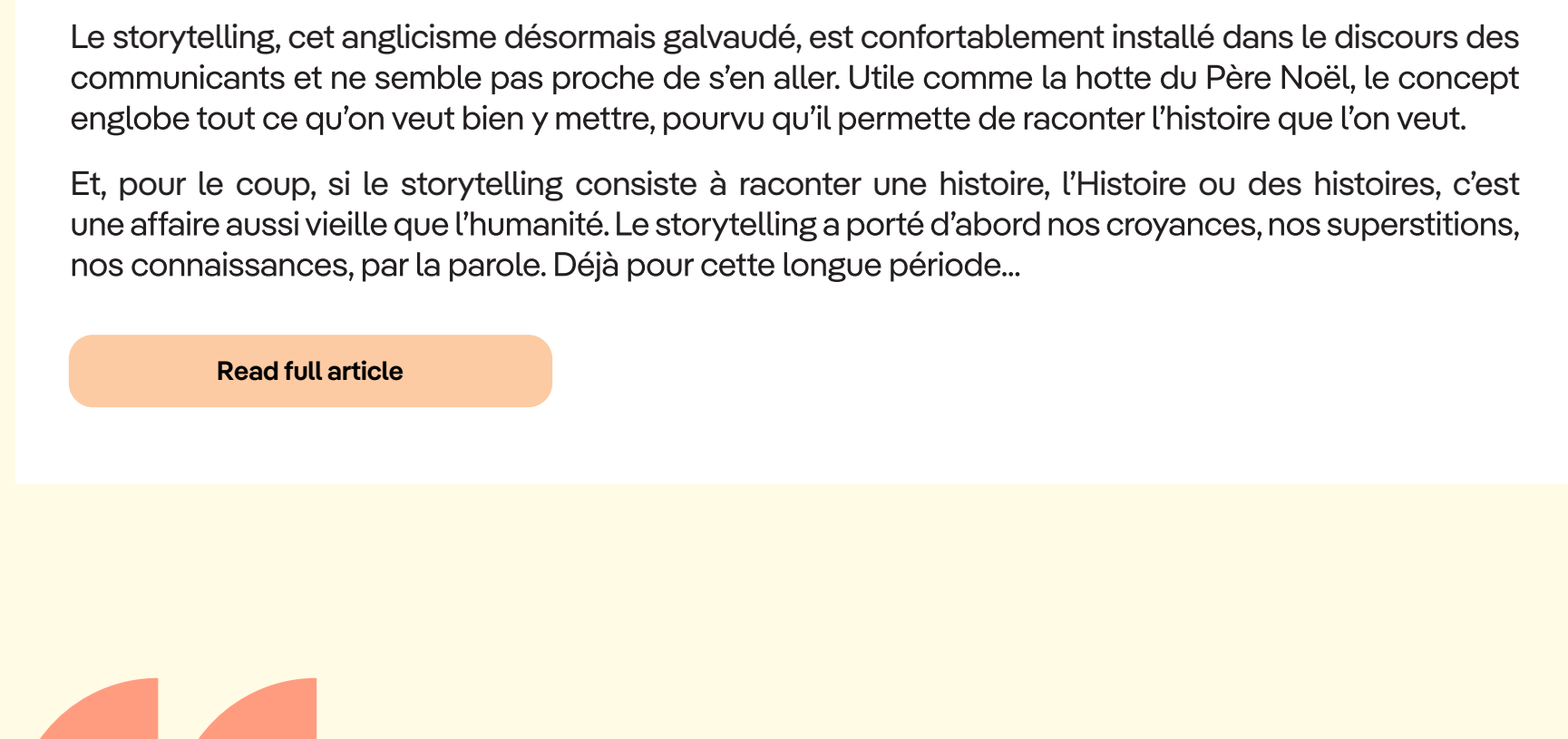
Welcome to **The Storyteller: Summer Edition** where the spirit of Story School comes alive with dynamic content and exciting updates.

As the sun shines brighter, we bring you fresh news and captivating stories. Together, we'll embark on enriching experiences that broaden your horizons, foster new habits, and embrace the essence of communication.

Join us on this journey of exploration and growth. Let's celebrate summer with a sprinkle of creativity and a burst of brilliance, because at Story School, learning is a continuous adventure.

Welcome to a summer filled with endless possibilities!

The Story



Storytelling et IA : destinée...

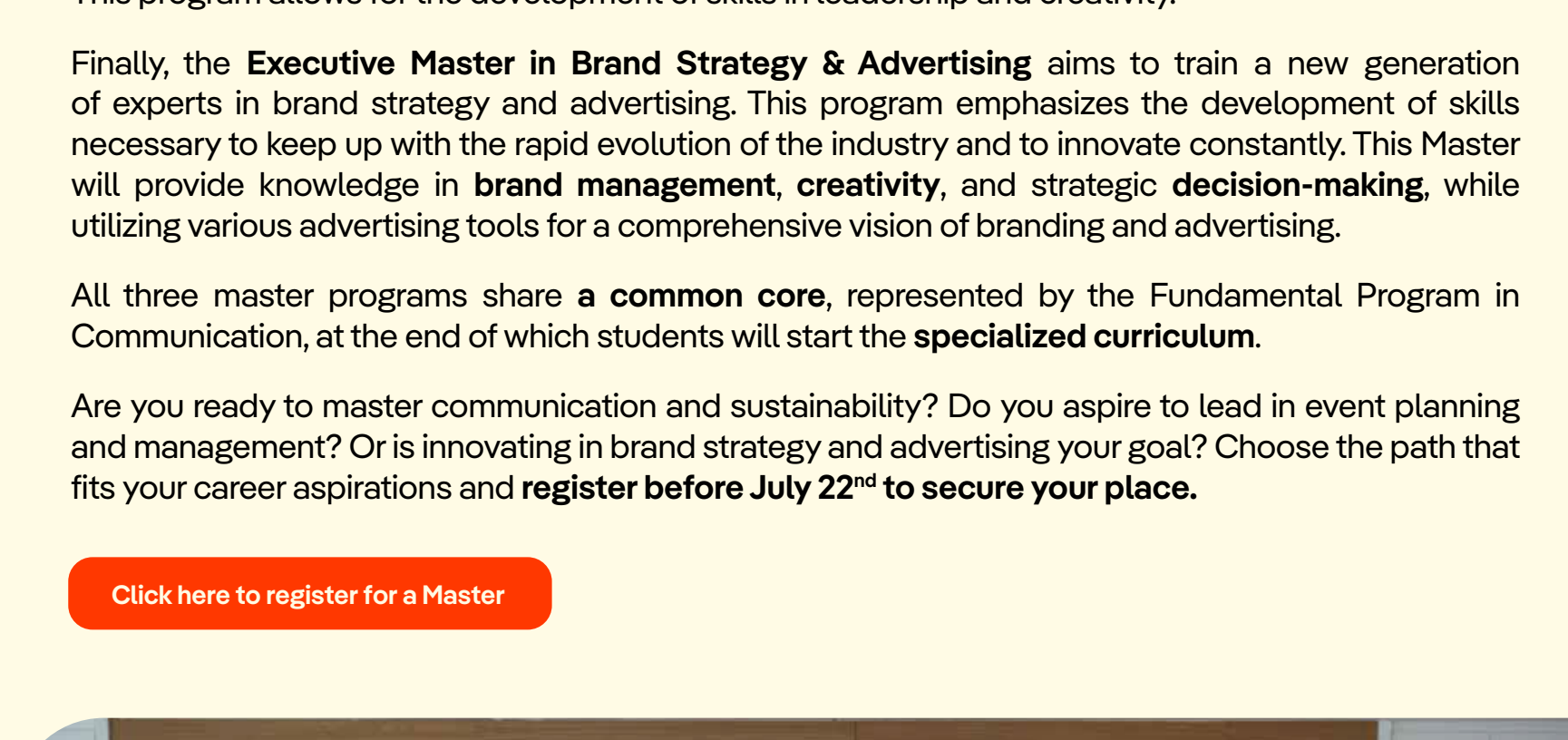
par Zouhair Yata, Professeur à Story School et directeur de l'agence digitale AdHoc

Le storytelling, cet anglicisme désormais galvaudé, est confortablement installé dans le discours des communicants et ne semble pas proche de s'en aller. Utile comme la hotte du Père Noël, le concept englobe tout ce qu'on veut bien y mettre, pourvu qu'il permette de raconter l'histoire que l'on veut.

Et, pour le coup, si le storytelling consiste à raconter une histoire, l'Histoire ou des histoires, c'est une affaire aussi vieille que l'humanité. Le storytelling a porté d'abord nos croyances, nos superstitions, nos connaissances, par la parole. Déjà pour cette longue période...

[Read full article](#)

The School



Launch of Story School's Master programs

Call to register

Story School is launching three **Executive Master programs** next September, designed to train tomorrow's leaders in crucial fields of communication.

First, the **Executive Master in Communication and Sustainability** addresses current environmental and social challenges by training experts capable of effectively communicating on sustainable development issues. This program will enable the development of in-depth knowledge of sustainability and mastery of **responsible communication strategies**, while being able to guide your organization in its ESG obligations.

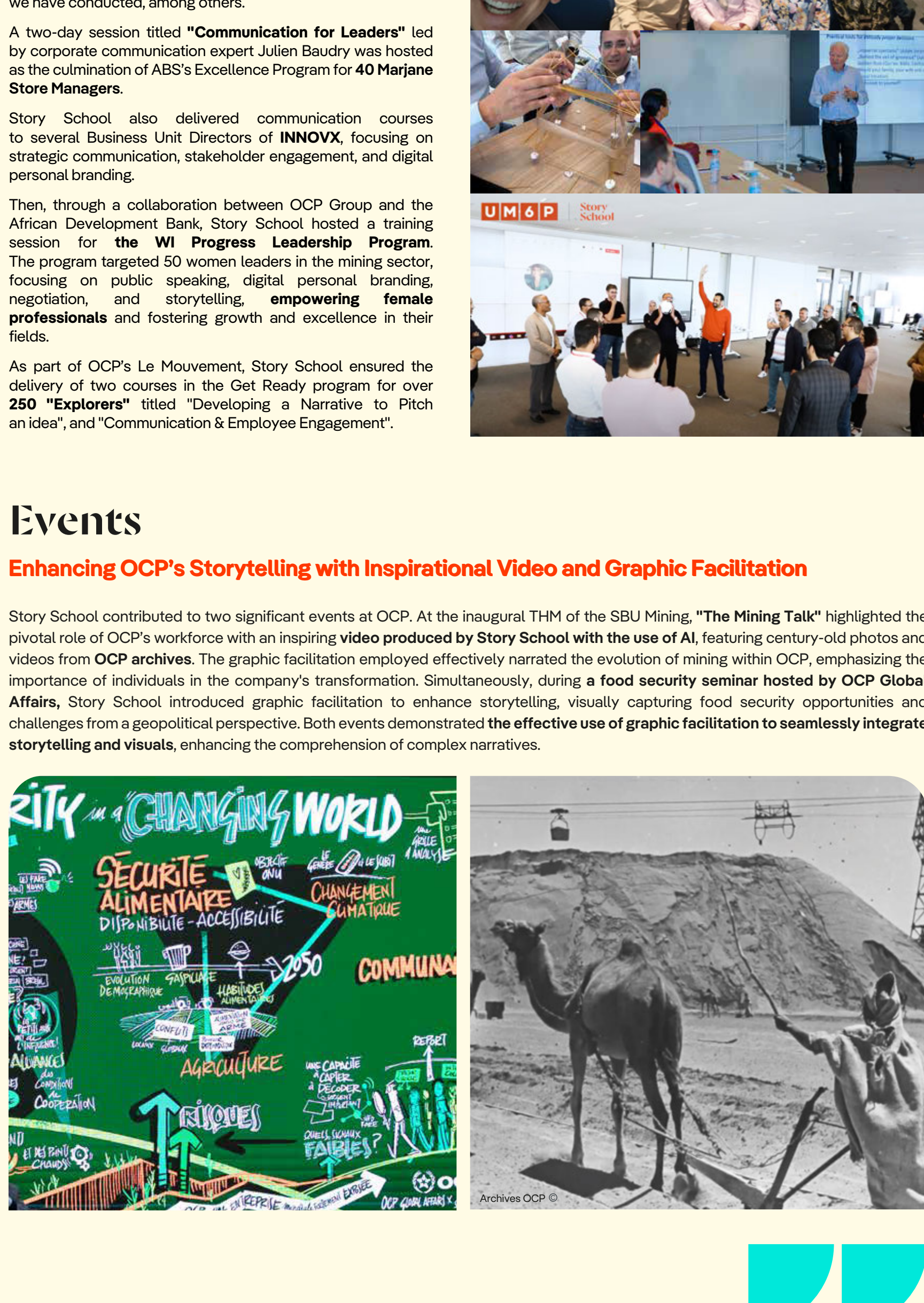
Then, in a sector where agility and innovation are essential, the **Executive Master in Event Communication** offers comprehensive training in **event planning, management, and promotion**. This program allows for the development of skills in leadership and creativity.

Finally, the **Executive Master in Brand Strategy & Advertising** aims to train a new generation of experts in brand strategy and advertising. This program emphasizes the development of skills necessary to keep up with the rapid evolution of the industry and to innovate constantly. This Master will provide knowledge in **brand management, creativity**, and strategic **decision-making**, while utilizing various advertising tools for a comprehensive vision of branding and advertising.

All three master programs share a **common core**, represented by the Fundamental Program in Communication, at the end of which students will start the **specialized curriculum**.

Are you ready to master communication and sustainability? Do you aspire to lead in event planning and management? Or is innovating in brand strategy and advertising your goal? Choose the path that fits your career aspirations and **register before July 22nd to secure your place**.

[Click here to register for a Master](#)



Honoring Success

Story School's Inaugural Alumni Graduation Ceremony

Story School celebrated the achievement of the inaugural cohorts who have successfully completed the Fundamental Program in Communication, proudly becoming the school's **very first group of alumni!**

Building on Story School's strategic partnership with **Sciences Po Executive Education**, we announce the **launch of the third edition**, which will offer most of the trainees the opportunity to be co-certified. The program composed of **16 classes spread over 7 months** ends with a research paper defense.

Take the next step in your communication career and register before July 22nd to join the upcoming cohort and start your journey with Story School.

[Click here to register for the Program](#)

The Experience

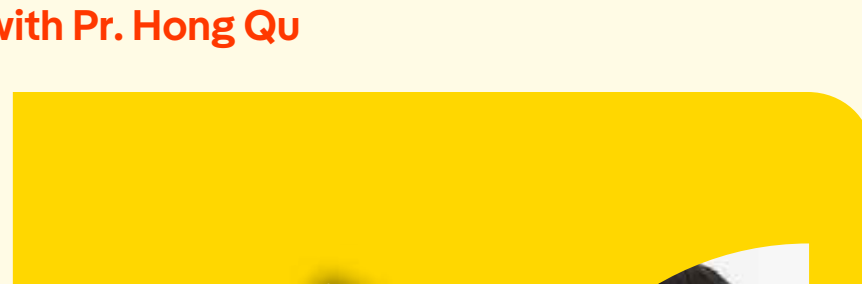
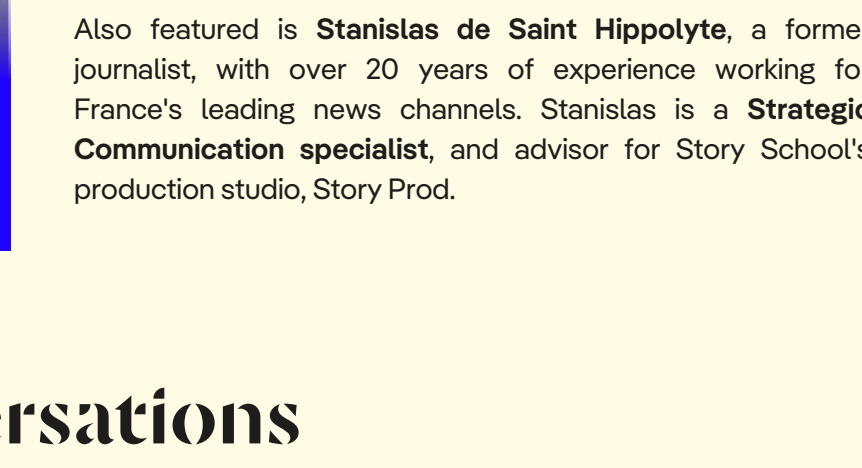
Story School has been actively involved in several **leadership training initiatives**, focusing on enhancing communication skills. Here's a brief overview of some of the training programs we have conducted, among others.

A two-day session titled **"Communication for Leaders"** led by corporate communication expert Julien Baudry was hosted as the culmination of ABS's Excellence Program for **40 Marjane Store Managers**.

Story School also delivered communication courses to several Business Unit Directors of **INNOVX**, focusing on strategic communication, stakeholder engagement, and digital personal branding.

Then, through a collaboration between OCP Group and the African Development Bank, Story School hosted a training session for the **WI Progress Leadership Program**. The program targeted 50 women leaders in the mining sector, focusing on public speaking, digital personal branding, negotiation, and storytelling, **empowering female professionals** and fostering growth and excellence in their fields.

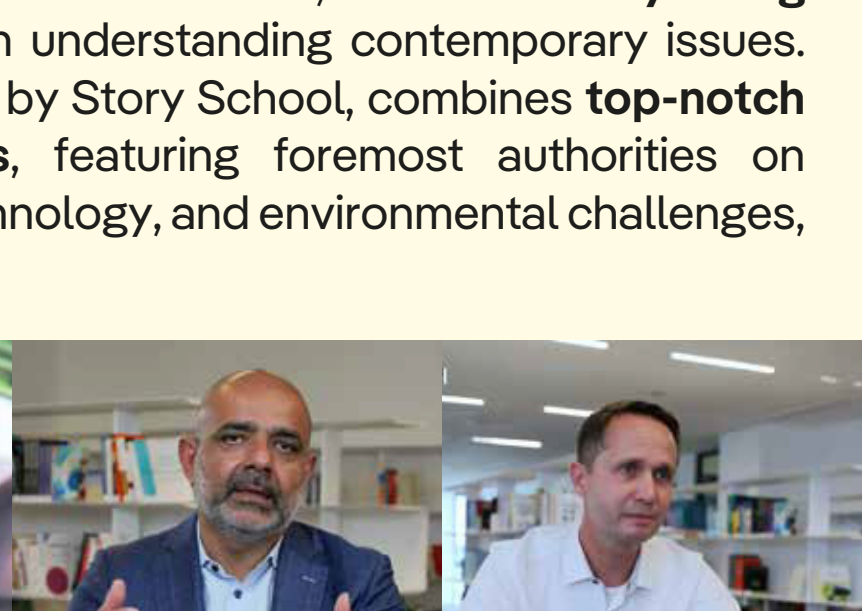
As part of OCP's Le Mouvement, Story School ensured the delivery of two courses in the Get Ready program for over **250 "Explorers"** titled "Developing a Narrative to Pitch an idea", and "Communication & Employee Engagement".



Events

Enhancing OCP's Storytelling with Inspirational Video and Graphic Facilitation

Story School contributed to two significant events at OCP. At the inaugural THM of the SBU Mining, **"The Mining Talk"** highlighted the pivotal role of OCP's workforce with an inspiring video produced by Story School with the use of AI, featuring century-old photos and videos from **OCP archives**. The graphic facilitation employed effectively narrated the evolution of mining within OCP, emphasizing the importance of individuals in the company's transformation. Simultaneously, during a **food security seminar** hosted by OCP Global Affairs, Story School introduced graphic facilitation to enhance storytelling, visually capturing food security opportunities and challenges from a geopolitical perspective. Both events demonstrated the **effective use of graphic facilitation to seamlessly integrate storytelling and visuals**, enhancing the comprehension of complex narratives.



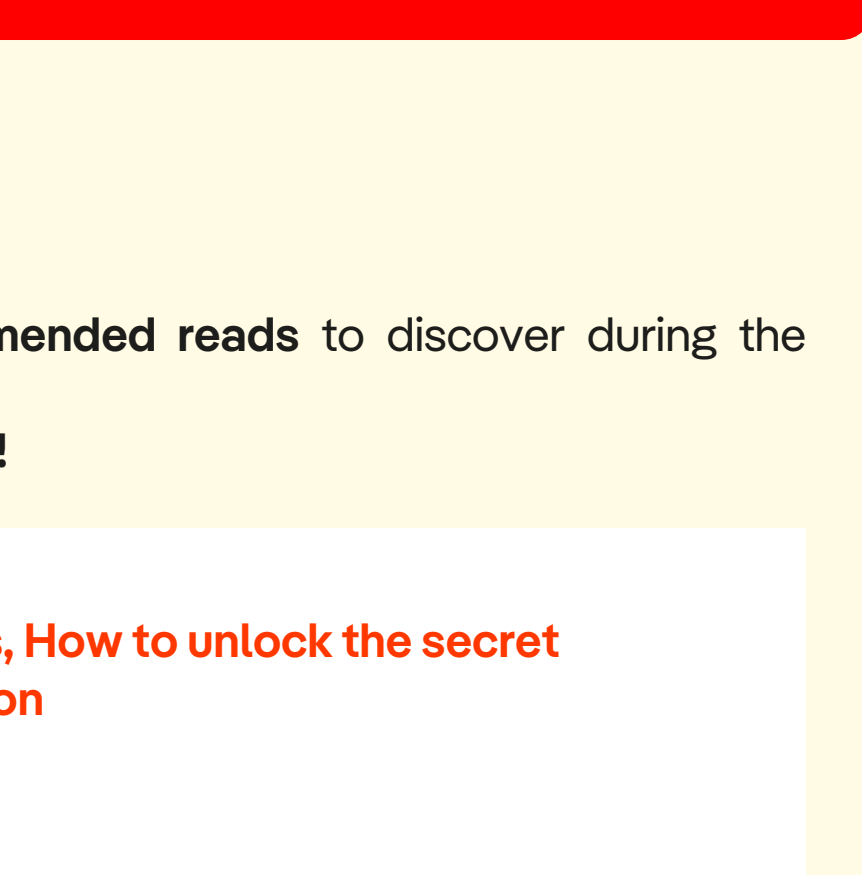
The Value

Global Affairs, Story School and Brut Afrique tell the story of OCP Group

As part of a partnership with **Brut Afrique**, the **OCP Group** traces its history through a video broadcast online. From the Mesozoic era to the discovery of fertilizers, the early mining operations to the inauguration of UM6P, and through its transformation, **this video narrates the evolution** of a century-old company dedicated to food security and sustainable development in Africa and globally.

Produced in collaboration with OCP Global Affairs, Story School, and Brut Afrique, this initial video marks the beginning of a captivating series. Upcoming videos will explore the **Group's vision**, its ambitious **green investment plan**, and its initiatives in **renewable energy**.

The video is online since June 17th on Brut Afrique's social platforms (Instagram, Facebook, LinkedIn), generating growing interest among our partners and international audience.



Crossed Stories

Stanislas de Saint Hippolyte & François Alix

Discover our experts' perspectives on communications and dive deep into their personal views in this edition of **"Crossed Stories"**.

We feature **François Alix**, Human resources consultant and expert in **employee engagement**. Former HR director for P&G, François is devoted to organizational and employee development.

Also featured is **Stanislas de Saint Hippolyte**, a former journalist, with over 20 years of experience working for France's leading news channels. Stanislas is a **Strategic Communication specialist**, and advisor for Story School's production studio, Story Prod.

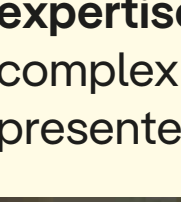
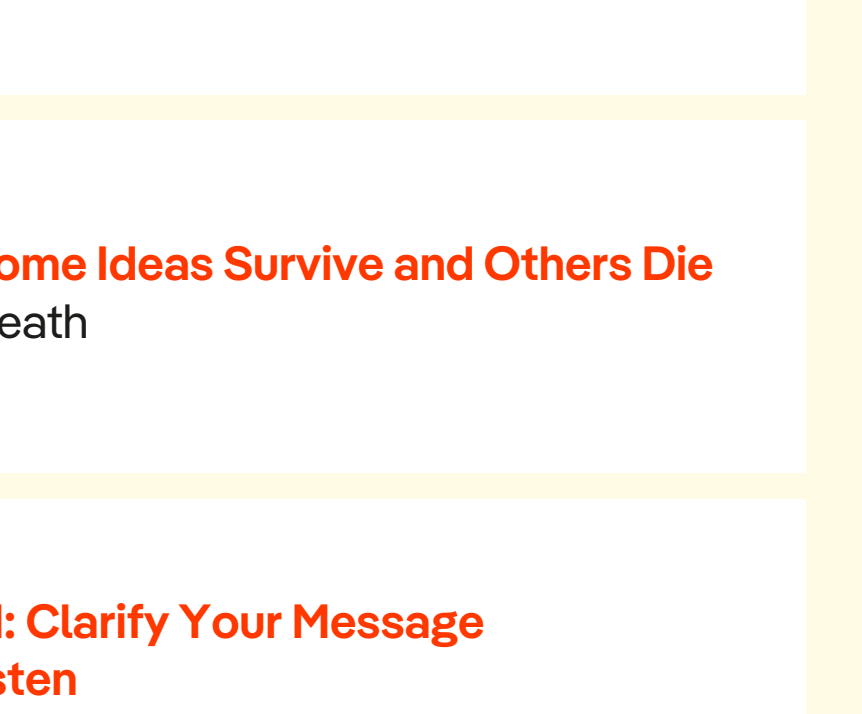
The Storyteller Com'versations

Exploring the frontiers of A.I. in Storytelling with Pr. Hong Qu

One thing setting the human race apart has always been its **storytelling** capacity – the ability to generate, safeguard and transmit meaning through stories.

Yet with the advent of the 5th Industrial Revolution, powered by **Artificial Intelligence (AI)**, many question if humans will maintain the monopoly they have on storytelling going forward. In this episode of **The Storyteller Com'versations**, we interview **Pr. Hong Qu**, visiting professor at Story School and Adjunct Lecturer in Public Policy at the Harvard Kennedy School, technology innovator and early **YouTube** developer known for his contributions to digital media and civic tech.

With Pr. Qu, we attempt to demystify some of the existential questions surrounding the rising role **Artificial Intelligence** in communications and narrative building.



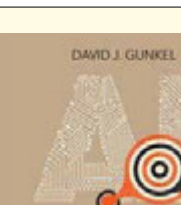
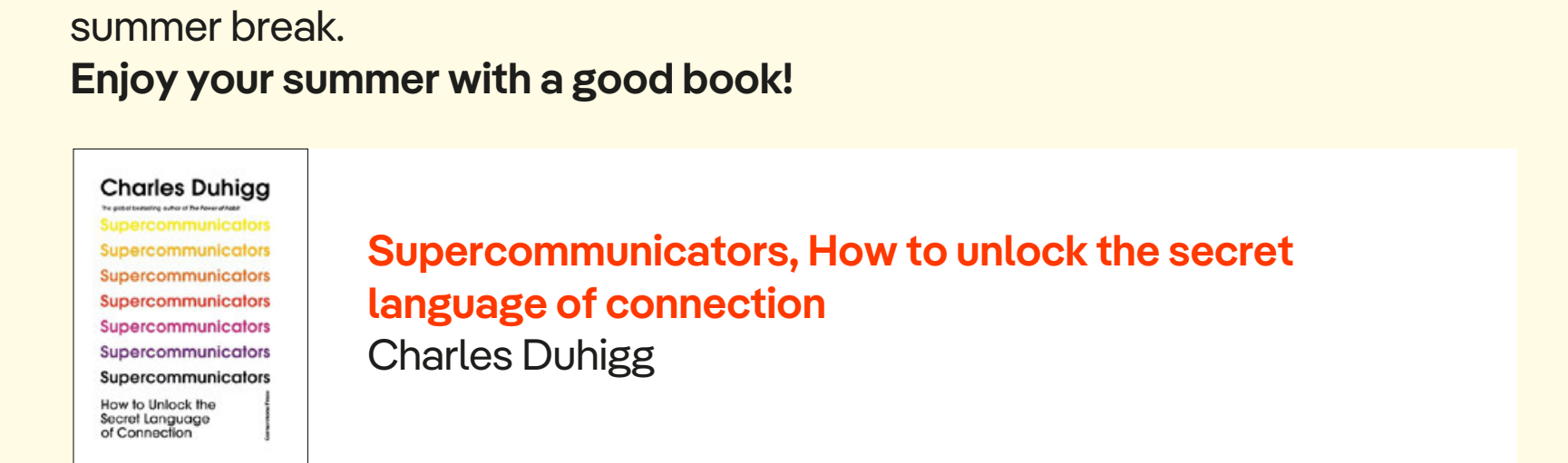
The Storyteller Com'versations is also available on Spotify

[check it out](#)

Meet our "Thought Leaders"

In an increasingly fast-paced, interconnected world, **effective storytelling** is crucial for uniting global citizens in understanding contemporary issues.

Thought Leaders, a new video series by Story School, combines **top-notch expertise with inspiring narratives**, featuring foremost authorities on complex subjects like economics, technology, and environmental challenges, presented with the purpose to inspire.



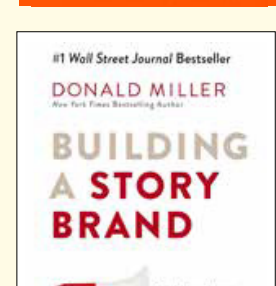
The Thought Leaders playlist is available on Story School's YouTube channel

[watch now](#)

Food for Thought

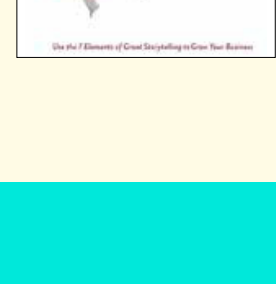
Liberate your mind with **our recommended reads** to discover during the summer break.

Enjoy your summer with a good book!



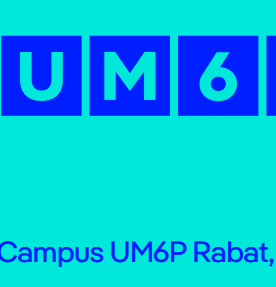
Supercommunicators, How to unlock the secret language of connection

Charles Duhigg



AI for Communication

David J. Gunkel



Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds

Carmine Gallo



Building a StoryBrand: Clarify Your Message So Customers Will Listen

Donald Miller