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Regional workshop on communicating project results to different audiences

Building Resilience through Innovation, Communication and Knowledge Services (BRICKS) Project

July 17-21, 2017 (5 days)

Niamey, Niger

This workbook is developed by Frogleaps.org,
Peter Paul van Kempen and Frits Hesselink



SAHARA
AND SAHEL
OBSERVATORY



Exercise 1: Three questions for introductions around the table

- *What is your name and organisation you work for?*
- *What is your main hobby, what do you like to do in your free time?*

First write individually, then discuss with table partners:

- *From your experience, when people work together really well in a workshop, what are the two most important features of the process?*

Exercise 2: Expectations

First write individually on Card with Marker, than discuss with table partners:

- *What do you expect to take home from this workshop?*

Evaluation questionnaire for the three communication training activities supported by the BRICKS project:

Work individually:

- Listen to instructions
- Possible questions of understanding + answers
- Fill in / completing the questionnaire

Exercise 3: Vision on Great Green Wall

Work individually:

- Describe on a sheet of paper in key words: What is the Great Green Wall? How will the Great Green Wall look like?
- Make a simple drawing on a sheet of paper, a sketch how the Great Green Wall will look like.

Share and discuss with table partners.

- As table group: Describe the Great Green Wall together + make a simple sketch.

Exercise 4: Sharing of **3** minute Success stories

- Groups of 2 pairs of communication expert & journalist: Present your 3 minute Success story from your homework to another pair of Communication expert and journalist, than switch (2 x 5 minutes)
- After both pairs presented, give each other feedback (use sheet on next page)
- Find another pair and repeat
- Afterwards we listen plenary to a few Success stories
- Plenary feedback and discussion

Exercise 4 continued: Sharing and feedback

- Try to tell the story and make it come alive.
- Write down your feedback below, following the rules for feedback.

Rules for feedback:

- **Be a friendly listener**
- **Only listen until story finishes. No comments during story!**

1) What your story tells me about your project and organization, is

2) The sensory details (seeing, hearing, feeling, smelling, tasting) I like in your story are.....:

3) What your story helps me remember is.....:

4) The impact I can see your story having is....:

Exercise 5: What is Resilience and What are Nature-based solutions?

Work in pairs of Communication expert & Journalist

- First: Communication expert is listener, journalist is ‘teacher’
- Explain what is Resilience and What are Nature-based solutions. Use examples. Use a metaphor.
- Next: Change role
- Then discuss: What perceptions do you have in common?

- Where do you have a different view?

- Which metaphor, example and explanation is really good to use when communicating with a ‘novice’ (no jargon!)

Exercise 6: What is Strategic Communication

- Discuss at your table: What is Strategic Communication? How can it contribute to our work? Appoint one person of the group to present your group findings plenary, if asked.
- 1) *Strategic Communication is:*
 - 2) *How can it contribute to our work?*
 - 3) *List three things your table group thinks as the most important added value of Strategic Communication for our work.*
 - a.
 - b.
 - c.

Exercise 7: What is the power of Storytelling?

- Individually: Write in a few key sentences a short story from your experience working on your project on Sustainable Land and Water Management you will never forget. Re-experience the event in your imagination and make notes on images, sounds, tastes, smells and sensations.

For Journalists: Write in a few key sentences a short story from your experience about getting your articles in the right media or another professional experience you will never forget. Re-experience the story in your mind.

- Work in pairs: Tell your story. Then discuss in pairs: Did you enjoy listening & telling? What is the power of Storytelling?

We enjoy listening and telling stories because:

The power of Storytelling is:

a.

b.

c.

- Exchange your discussions at your table. Why do we enjoy listening to & telling stories? What is the power of a story? List most important elements.

We enjoy listening and telling stories because:

The power of Storytelling is:

a.

b.

c.

Exercise 8: How to get appointments and which story to tell?

- Work in pairs: explain your homework about influencing your most important stakeholders and give each other feedback:
 - *Which suggestions do you have for you partner how to get appointments?*

 - *How effective do you think is the selected story to influence his most important stakeholder? Why? Any suggestions?*

- Discuss around table: which conclusions do you want to share plenary?

Exercise 9: How to break down your request in baby steps?

- Work in pairs: Explain the request you have when you meet your most important stakeholder and give each other feedback: How feasible is this request?

- How would this request look like if you break it up in baby steps? What would be the first baby step? Rephrase the request, asking for the first 'baby step'.

- Discuss around the table: which 'baby-step-requests' would you like to share plenary?

Exercise 10: Strategic elements for Success story on positive change

- Work in pairs with journalist.
- Look at your 3-minute Success story you prepared about your project on Sustainable Land and Water Management
- Fill in the Strategic elements of your Success story on positive change story below.

1) *Who is the audience?*

2) *Why should they listen to this story? (How does it connect to their values & agenda)*

3) *What is the key point / core message of your story? First pick only 1 word, than 1 sentence.*

a. **Key point in 1 word:**

*Word Tool: “Nothing in _____ makes sense except in the light of _____.”

Example: “Nothing in **biology** makes sense, except in the light of **evolution.**”

Example: “Nothing at **Apple Computers** makes sense except in the light of **innovation**”

b. **Key point in 1 sentence:**

*Sentence Tool ABT: “_____ AND _____ BUT _____ THEREFORE _____.”

Example: “There is a small town AND there’s a happy family, BUT then the father is found dead on the floor of the kitchen, THEREFORE...”

Example: “For eight thousand years sea level has been stable AND civilizations have been built right to the edge of the ocean, BUT for the past 150 years seal level has been rising rapidly, THEREFORE it is now time to come up with a new management plan for coastal areas.”

* These Tools are from Randy Olson, Source: ‘Houston, we have a narrative’.

4) *Situation*

A: *What is the situation before: What, When, Where*

B: Who are the characters: Hero + adversary ('enemy'), possibly other main characters as a Helper, a Mentor, a Partner

5) *What is the MAIN Conflict/problem:*

6) *What is the Solution:*

7) *What is the situation after the project in the eyes of most important beneficiaries.*

Exercise 11: Explanation making a Storyboard

- A storyboard is series of rough sketches /key sentences outlining the sequence of events and major changes of action in your story. It is a valuable tool to help you develop your story.

Example from Frogleaps.org: The story of Wildteam protecting Tigers and the Sundarbans forest.



Beginning

Villages live in balance with the Sundarban forest. As population explodes, illegal logging and poaching increase, shrinking the habitat of the tiger. Adam is working for TigerTeam and is working hard to develop solutions.

Middle

A hungry tiger enters a village. An angry, panicking mob kills it. Rashid is the leader of the mob. He is the hero for the villagers. Adam, working for WildTeam, visits the village the day after and returns several times. He listens to the horror. He convinces Rashid that it is possible and vital to save both human and tiger.

Climax

A group of volunteers is trained how to scare the tiger, how to control and calm panicking villagers and how to reach the Forest Department and the emergency team. A tiger enters the village and is scared back into the forest. The crowd cheers and the TigerTeam volunteers are heroes.

End

There are many, many villages in the Sundarbans. WildTeam gets requests to train new Tiger Response teams. This requires capacity and funds. Donors will really make a difference and become part of the team saving the Sundarbans with all animals and people living in it, including the magnificent tiger.

Exercise 11: Make a Storyboard of your Positive change story with sketches

- Make a Storyboard using simple drawings. Sketch key event in each phase of the story.

Reminder of phases:

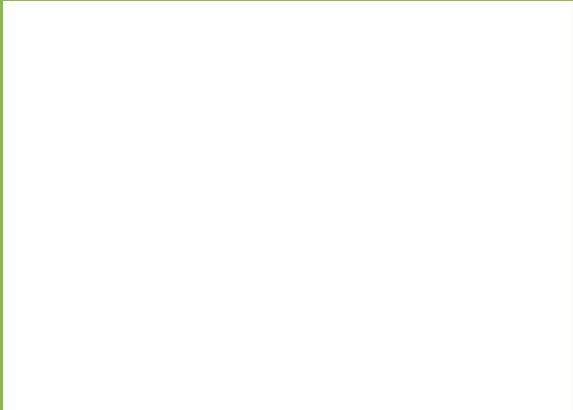
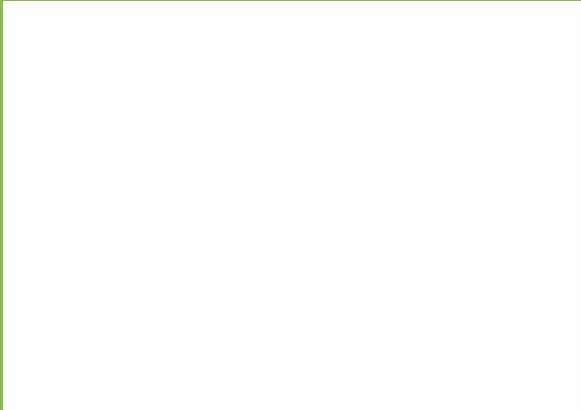
Beginning: Introduction of the situation and the main characters: what, where, who, when? The tension of the conflict is already present. Some stories start with the conflict right away.

Middle: The conflict develops and escalates. The hero struggles to jump over obstacles to solve the conflict and reach his goal.

Climax: The tension rises and rises until the hero finally resolves the conflict.

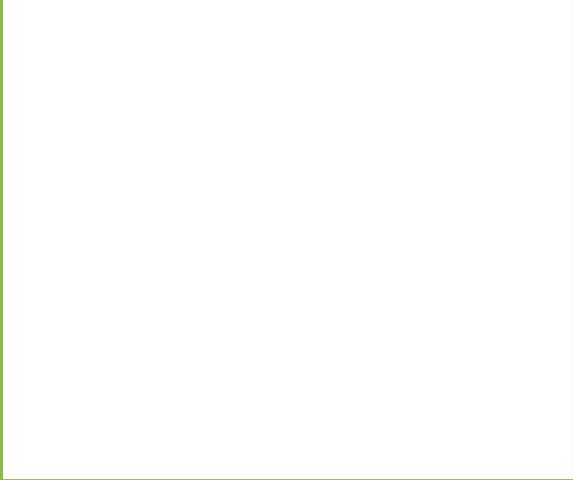
End: After the climax, the story fades out. It is difficult to keep a listeners attention after the climax, so the story finishes fast after it.

- *Now it's your turn: make simple sketches of the main 'scenes' of the story in the boxes below*

<p style="text-align: center;">Beginning</p> 	<p style="text-align: center;">Middle</p> 
<p style="text-align: center;">Climax</p> 	<p style="text-align: center;">End</p> 

Exercise 11: Make a Storyboard of your Positive change story using words

- Make a Storyboard using key words and short sentences. Describe the sequence of events in each phase of the story.

<p>Beginning</p> 	<p>Middle</p> 
<p>Climax</p> 	<p>End</p> 

Exercise 11: Sharing and feedback

- Share your Story-boards in groups of four. Try to tell the story and make it come alive.
- Write down your feedback below, following the rules for feedback.

Rules for feedback:

- **Be a friendly listener**
- **Only listen until story finishes. No comments during story!**

1) What your story tells me about your project and organization, is

2) The sensory details (seeing, hearing, feeling, smelling, tasting) I like in your story are.....:

3) What your story helps remember is.....:

4) The impact I can see your story having is....:

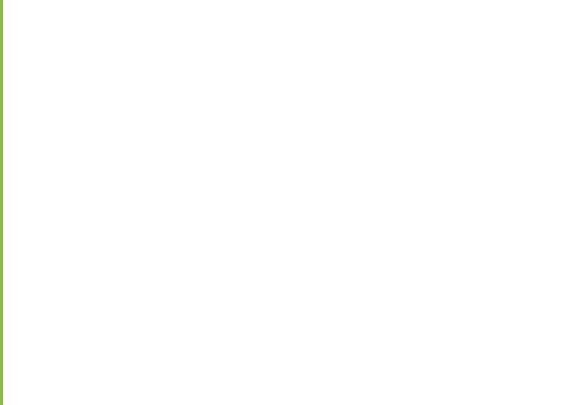
Exercise 12: Improve the Storyboard inspired by the Hero's journey

- Improve your Storyboard using simple drawings. Sketch key event in each phase of the story.

<p>Beginning</p> 	<p>Problem-Solution 1</p> 
<p>Problem Solution 2 (FLAW) <i>In this part the shortcoming of the Hero is solved</i></p> 	<p>Problem-Solution 3</p> 
<p>Climax</p> 	<p>End</p> 

Exercise 18: Make a Storyboard of your Success story with sketches

- Make a Storyboard using simple drawings. Sketch key event in each phase of the story.

<p>Beginning</p> 	<p>Problem-Solution 1</p> 
<p>Problem Solution 2 (FLAW) <i>In this part the shortcoming of the Hero is solved</i></p> 	<p>Problem-Solution 3</p> 
<p>Climax</p> 	<p>End</p> 