Module 1
An Executive Education Program on Disaster Risk Finance in Africa

Analysis to Action: 
An Executive Education Program on Disaster Risk Finance in Africa

2 – 6 September 2019
Stellenbosch University

Session name: Communicating your Strategy, Building your Brand and Storytelling
What is this session about?

Aim:
Help you build a powerful story to communicate the potential value of DRF to key stakeholders.

Facilitator:
Ms Vanessa Otto-Mentz
USB visiting faculty, PhD candidate, Head of Group Strategy Santam Group
Andrew Stanton – “The Clues to a Great Story”
Stanton brought us “Toy Story” and “WALL-E,” among others. He shares his discoveries of great storytelling in this TED talk. He explains that stories help us to understand who we really are. Nothing is a greater affirmation of who we are than when we connect through stories. This allows us to experience the similarities we have with one another.

JJ Abrams – “The Mystery Box”
Film and TV writer/director, JJ Abrams, staunchly believes that “mystery is the catalyst for imagination.” In this TED talk, Abrams opens up about how his fascination with the mysterious has been the driving force behind his storytelling. What does mystery mean to him? Infinite possibility, hope and potential.
Nancy Duarte – “Uncovering the Structure of the Greatest Communicators”

Nancy Duarte is a writer and graphic designer who became a “presentation expert” after discovering that great storytellers tell stories that follow a similar structure. She compares Martin Luther King’s “I Had a Dream” speech with that of Steve Jobs introduction of the iPhone speech in 2007.

Both stories succeeded in stirring up strong emotions of possibility with their listeners. They did this by contrasting the status quo (or “What is”) with their lofty new idea (“What could be”). They employed this over and over again throughout their stories, again and again, emphasizing the huge gap between the two ideas. This gathered momentum, in both cases, leading up to a call-to-action followed by a poetic and emotional description of a new world that will be thriving, living in the lofty new idea of “What could be.”

For Martin Luther King, this was a world with freedom; for Steve Jobs, this was a world with iPhones.
Coral reefs are like natural seawalls. Reefs reduce wave energy that causes coastal destruction and erosion. Reefs measurably protect people and coastal infrastructure from storm surge.

Healthy reefs can reduce wave energy and storm surge effectively. Degraded reefs lose their capacity to provide protection to the coast.

Percentage of a wave’s energy that is reduced before it hits the shore, placing the reef’s protective services on par with typically more expensive and less resilient built infrastructure, such as breakwaters or seawalls.

PROJECT TIMELINE
- 2005: Hurricanes Wilma and Emily hit with combined damages of over $17 billion USD.
- 2007: Hurricane Dean nearly destroys the coastal town of Majahual in Quintana Roo, Mexico.
- 2012: TNC establishes Global Climate Risk & Resilience Team and begins exploring innovative policy and financial mechanisms.
- 2015: The insurance industry, invited by the UN Secretary General to COP21 in Paris.
- 2016: TNC coastal scientists complete risk analysis of the Mesoamerican reef’s protective services, finding that storm damages to built capital could triple with the loss of reef.
- 2016: Yucatan, Campeche, and Quintana Roo Governments sign the Sustainability Agreement 2030 committing to restore 20% of reefs and 30% of dunes to build coastal resilience.
- 2018: The Quintana Roo State Government, in collaboration with TNC, commits to developing a multi-sectoral trust fund to build coastal resilience.
How do you talk to someone who doesn't believe in climate change?

Not by rehashing the same data and facts we've been discussing for years, says climate scientist Katharine Hayhoe.

In this inspiring, pragmatic talk, Hayhoe shows how the key to having a real discussion is to connect over shared values like family, community and religion -- and to prompt people to realize that they already care about a changing climate.

"We can't give in to despair," she says. "We have to go out and look for the hope we need to inspire us to act -- and that hope begins with a conversation, today."

https://www.ted.com/talks/katharine_hayhoe_the_most_important_thing_you_can_do_to_fight_climate_change_talk_about_it?utm_campaign=tedspread&utm_medium=referral&utm_source=tedcomshare
The most important thing you can do to prepare for Disasters? Talk about it

1. Step 1:
   Canvas = crib notes for your story
   (what stood out for you this week)

2. Step 2:
   Story arc & Worksheet: Crafting a story

3. Step 3:
   Practice your very own mini TED talk
The Mission Model Canvas

Key Partners | Key Activities | Value Propositions | Buy-in & Support | Beneficiaries

Key Resources | | | Deployment |

Mission Budget/Cost | | Mission Achievement/Impact Factors |

Challenge, Choice, Outcome

Stories Fall Flat

Challenge, Choice, Outcome

Stories Fall Flat
Build a pattern of ‘choices’
### Worksheet: Crafting a Story

Use the following questions to think through a sustainability story you are thinking about sharing with others in your organization.

- **Who are the main characters in your story? What details can you share to show what they have in common with your audience?**

- **What challenges are they facing?**

- **How can you show how your organization supported them? What is your organization enabling?**

- **What choices were they facing? What are the different ways they could respond to the challenge you described above?**
The most important thing you can do to prepare for Disasters?

Talk about it

1. Step 1: Canvas = crib notes for your story (what stood out for you this week)
2. Step 2: Story arc & Worksheet: Crafting a story
3. Step 3: Practice your very own mini TED talk (in a safe space)
Content

- Mission model canvas
- Storytelling
- Serious Play
- Close
Communicating your Strategy, Building your Brand and Storytelling

**Aim:** Help delegates build a powerful story to communicate the value of DRF to key stakeholders.

**Format:**

Prereading:

1. *Storytelling Guide on Hub*
2. Watch TED video of Katherine Hayhoe – link on hub
3. *Mission Model Canvas available in work-books and uploaded on Hub*

Contributor acts as a guide to integrate the week’s learning and start to package it in a fun and energetic way (it is Friday PM after a very full week)

3 parts to the session: Facilitator introduces programme and elements at high level then:

(a) Delegates have time to capture the ingredients of their story on the mission model canvas, which also serves as a template they can use again when back in office

(b) Facilitator takes delegates through the building blocks of a good story & show excerpts

(c) Delegates then pair up and to craft their stories and when they are ready to film each other using the other’s phone (so they can revisit and fine tune) [these can also serve as material for the final syndicate group]

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