



Webinar

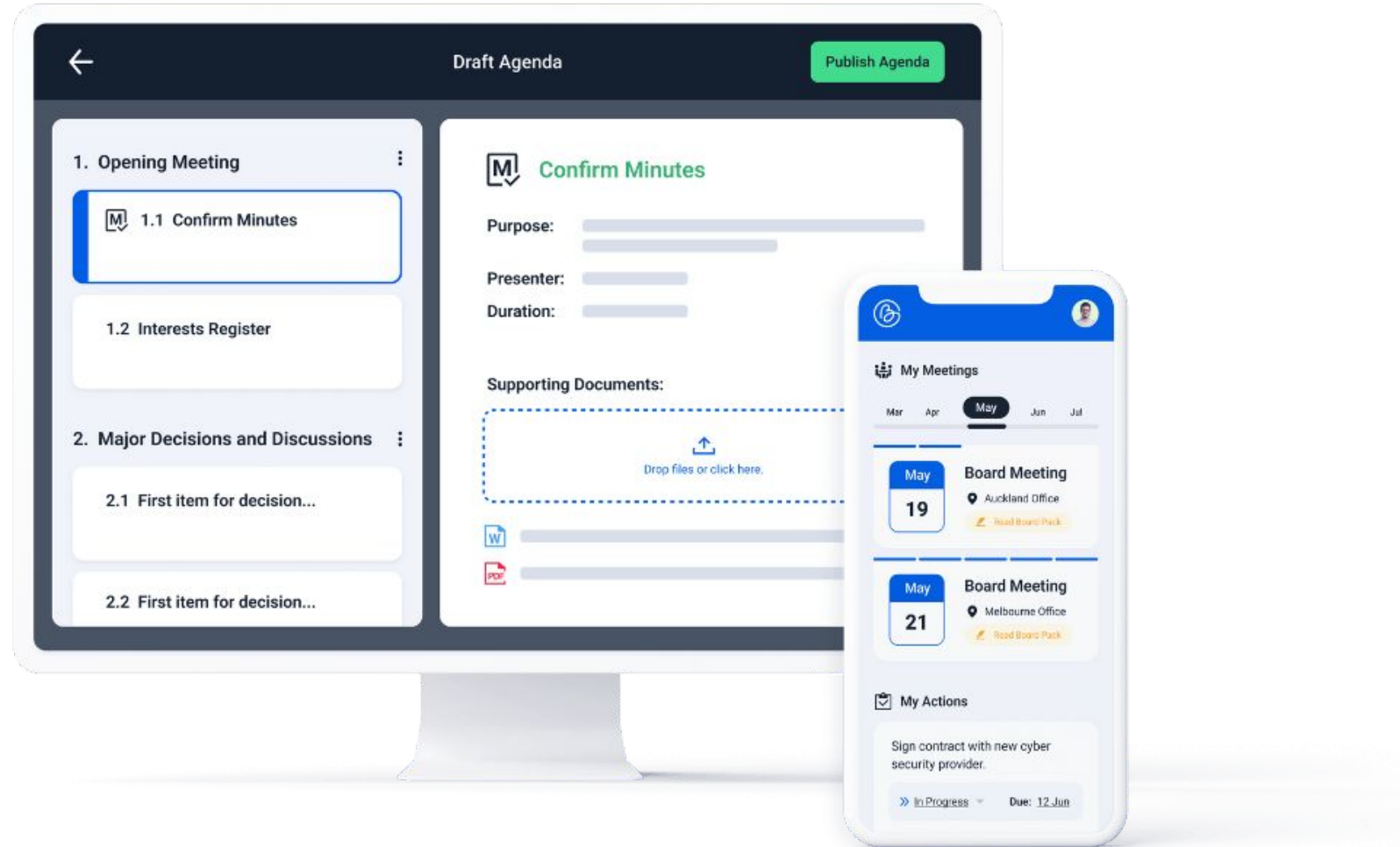
Every Story Has Two Sides:

Unlocking Narrative Potential

With special guest
John Page









**Making the fundamentals of
governance free and
easy to implement**



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ask questions



John Page

Senior Consultant
Boardworks



**Julie Garland
McLellan**

Founder and CEO
The Directors Dilemma



Steven Bowman

Managing Director
Conscious Governance



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Every Story Has Two Sides:

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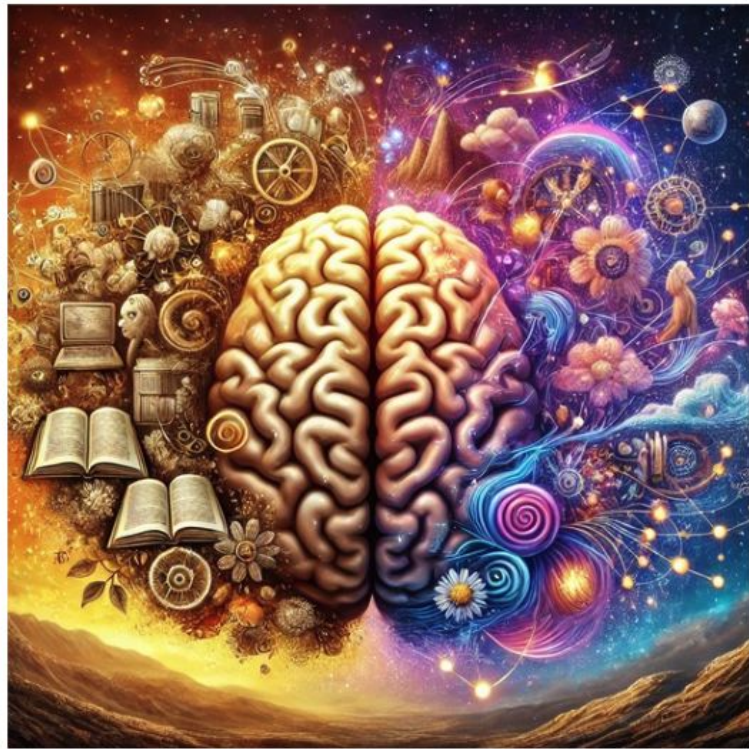




You're never going to kill storytelling, because it's built into the human plan. We come with it.

Margaret Atwood





Our Brain

Likes

STORYTELLING





Humans need to form

a Particular View of The World

in order to

FUNCTION

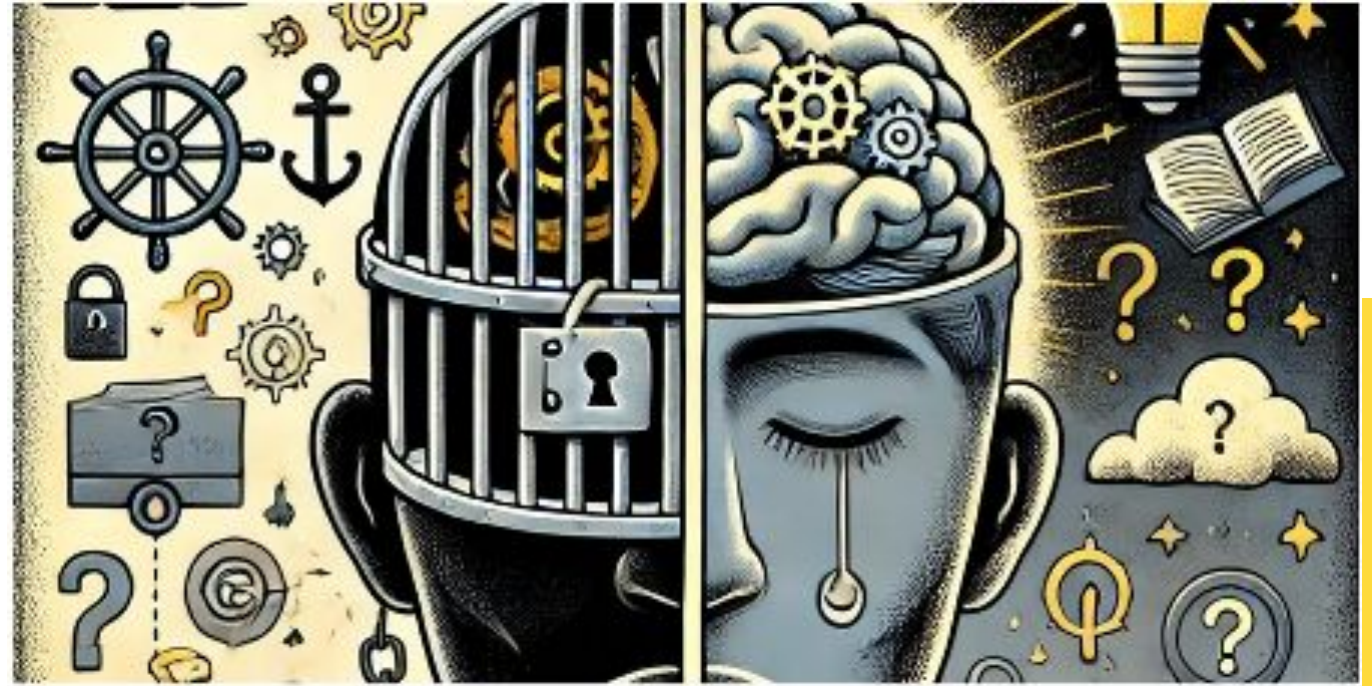
within it.



FACTS

don't change

Our Minds.





The Why Story

About **What You Do**
not **Who You Are**





Why story

Boardroom Checks



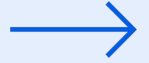
Can everyone in the organisation say in a convincing manner, in 30 seconds, why the organisation exists and what are the changes it is committed to making in the world?



Can we prove to others that we are delivering on our story?



Are we committed to sharing our successes and failures openly with all those interested?



The How Story

Boardroom Checks

01

Progressing the How Story is the board's central role – a constantly evolving and emerging story.

02

Start from the desired end point and determine what preconditions are required for success.

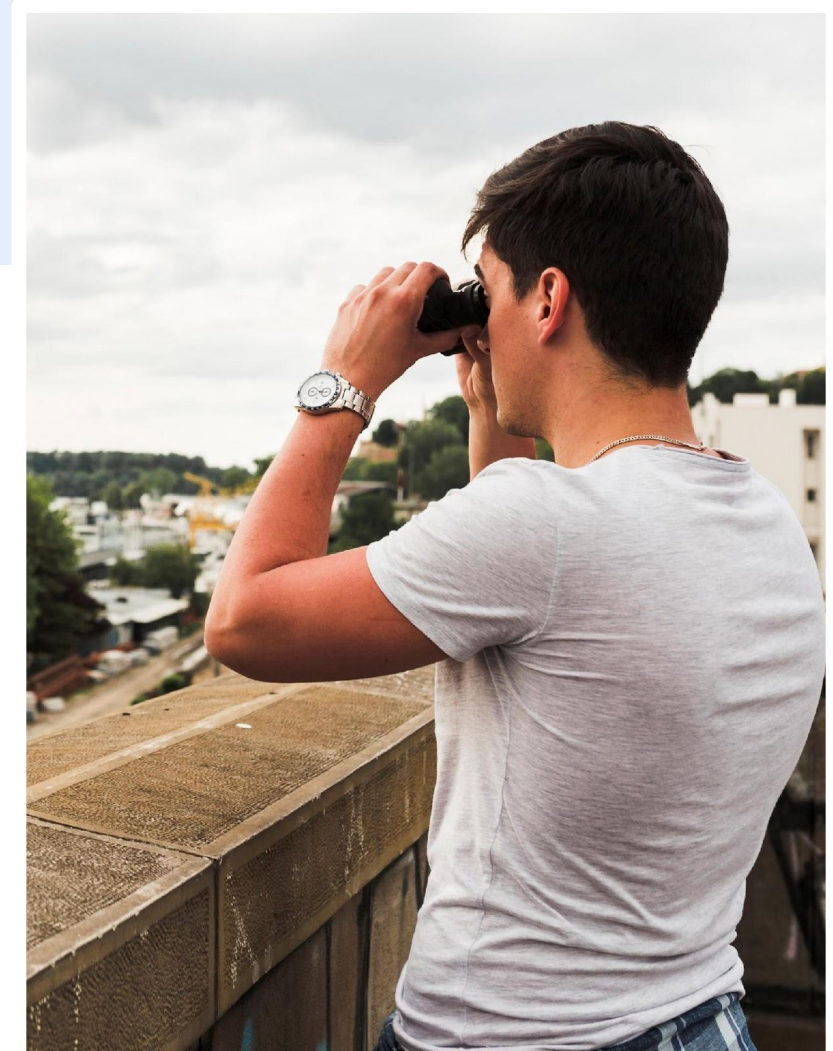
Two sides to every story

A Story is

ONLY VALID

From the Receiver's

Point of View



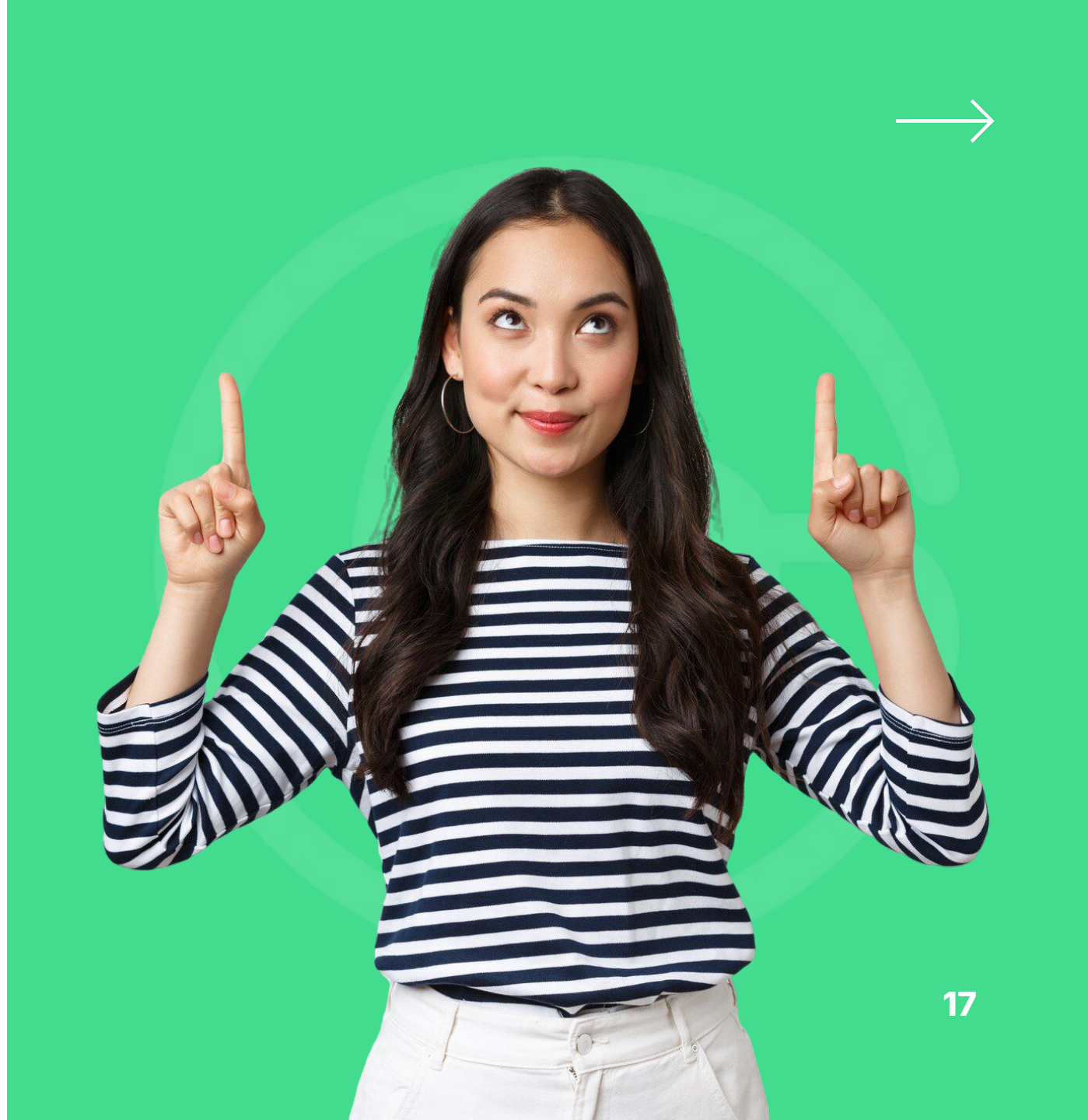


Two systems

The rational and the emotional
(Chip and Dan Heath)



System 1 and System 2
(Daniel Kahneman)



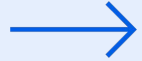


Filters and biases

We all process

Inbound Information,
into our own
pre-existing stories
or world views





Bad stories

Kamala is for **They/ Them.**

Trump is for **You**





Using Story

every story is a

Variation

Of one of

Seven Basic Plots





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Thank you

