

Foresight & Story-telling

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Singapore, August 2013

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The Four Organs of Mass Communication

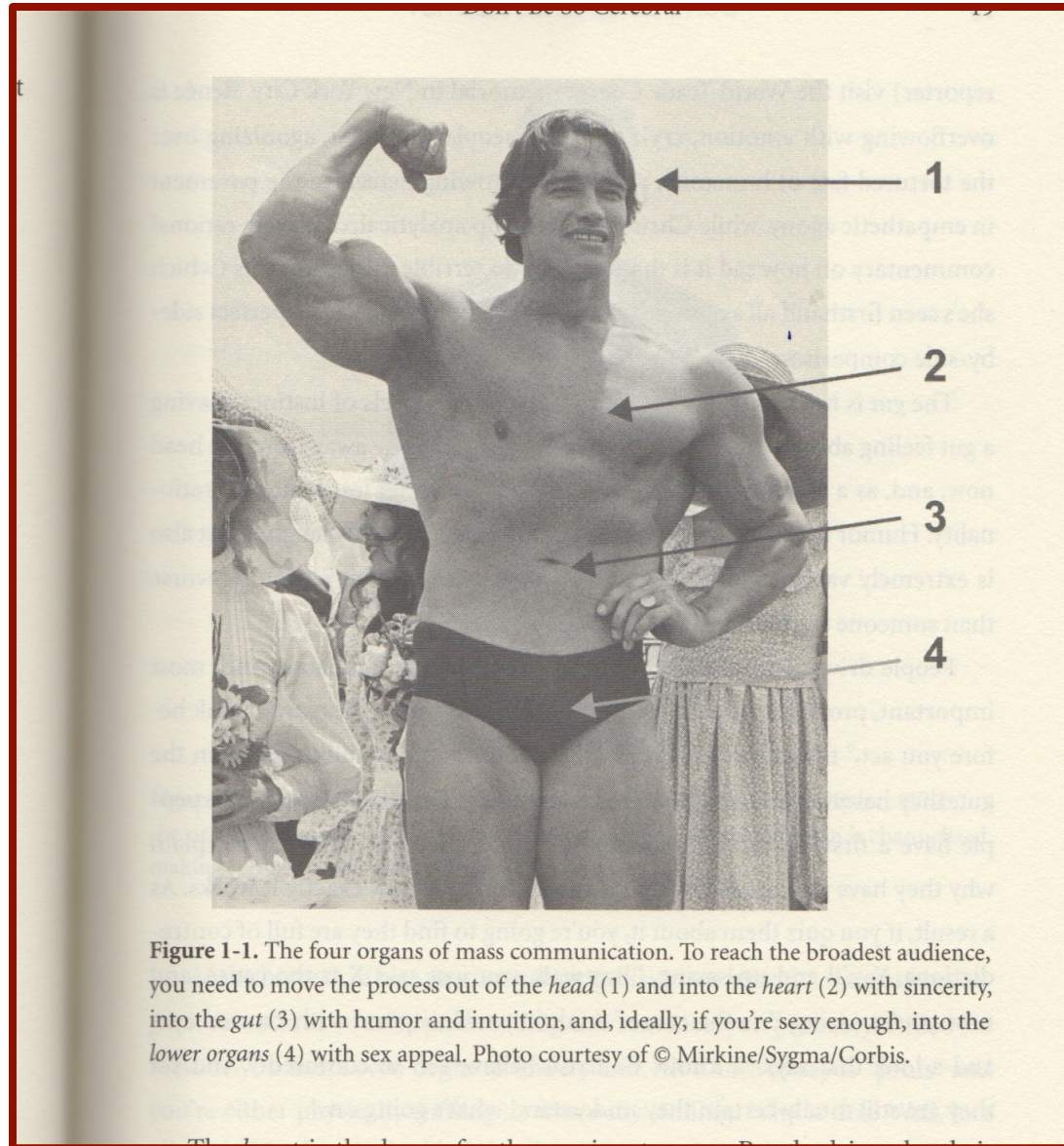
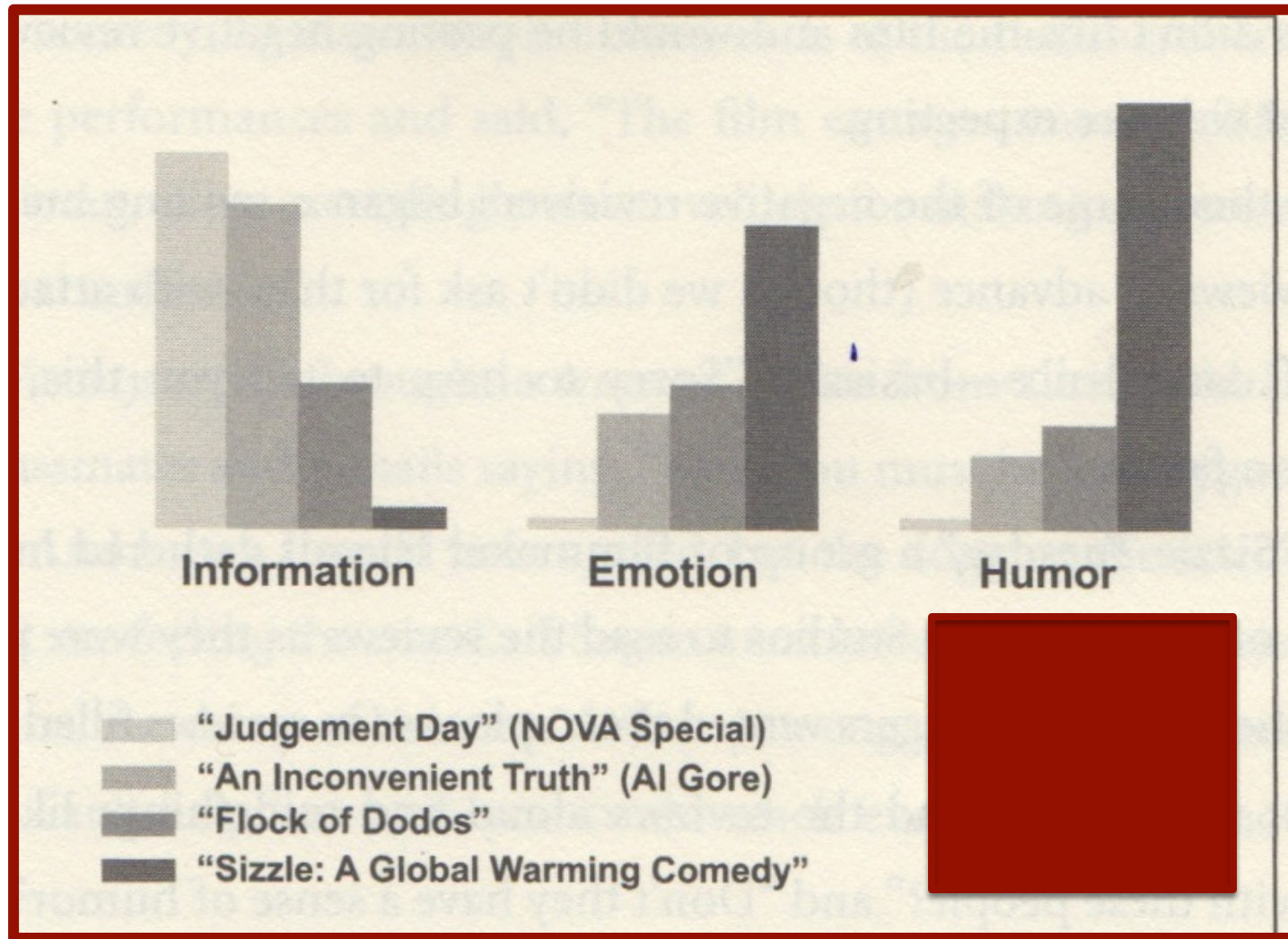
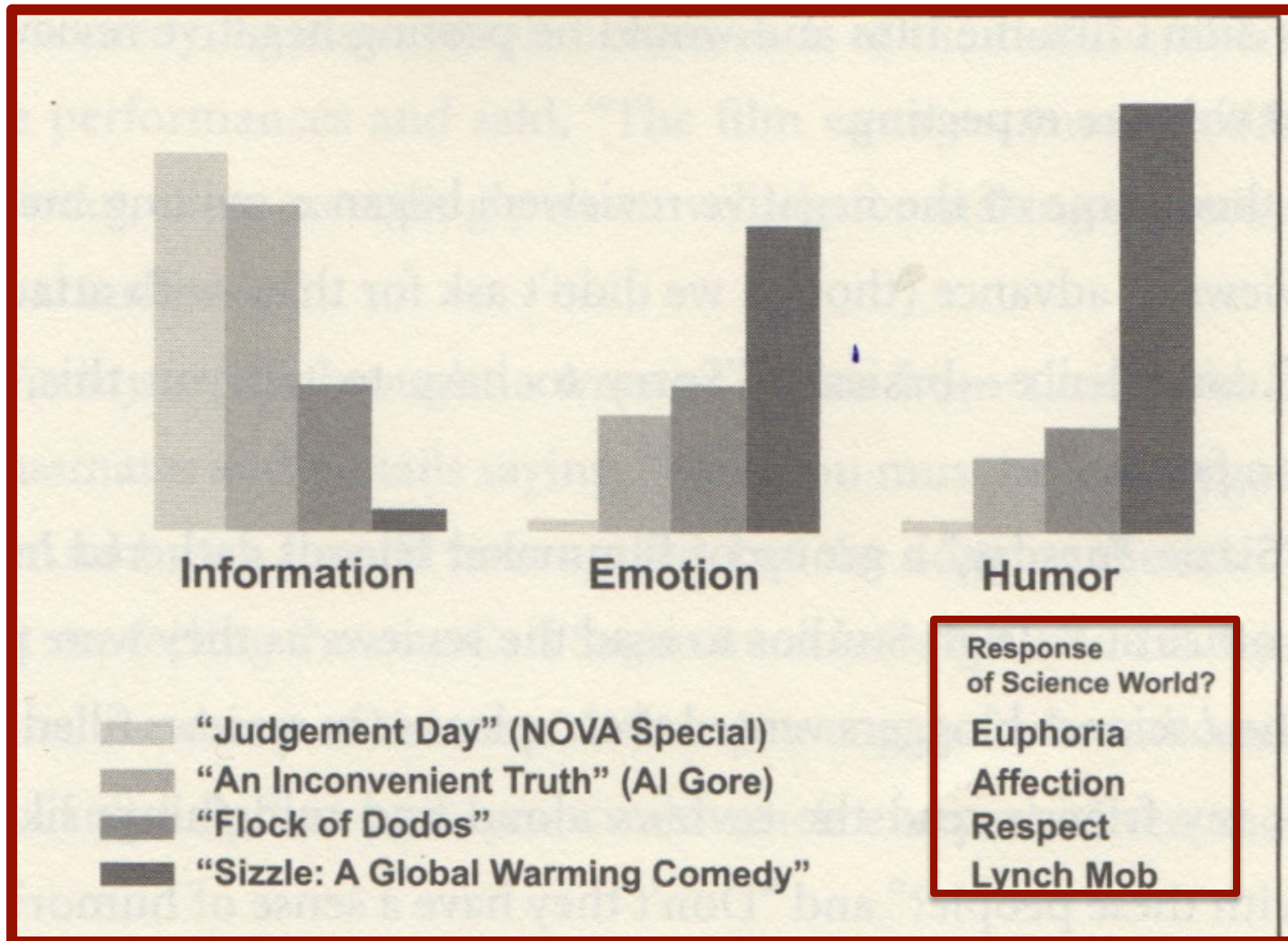


Figure 1-1. The four organs of mass communication. To reach the broadest audience, you need to move the process out of the *head* (1) and into the *heart* (2) with sincerity, into the *gut* (3) with humor and intuition, and, ideally, if you're sexy enough, into the *lower organs* (4) with sex appeal. Photo courtesy of © Mirkine/Sygma/Corbis.

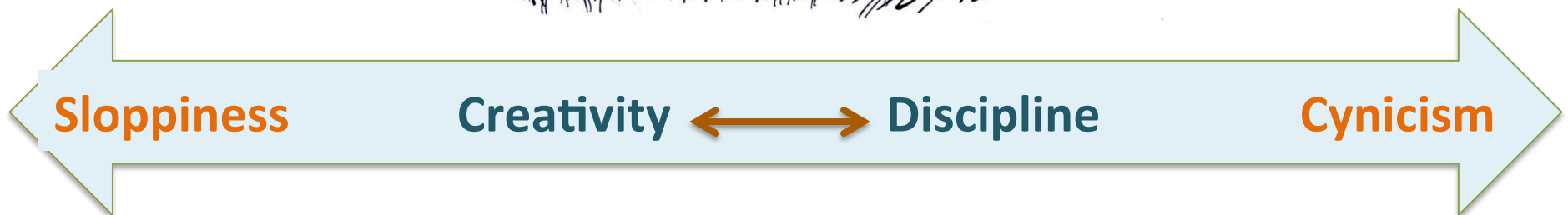
Less Is More: Information ≠ Communication



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Discipline & Creativity



Story Telling as Performance



**Owe Embaliga,
Uganda 2003**

How a proud man
with jiggers in his feet
walks through the garden,
trampling things in his path.

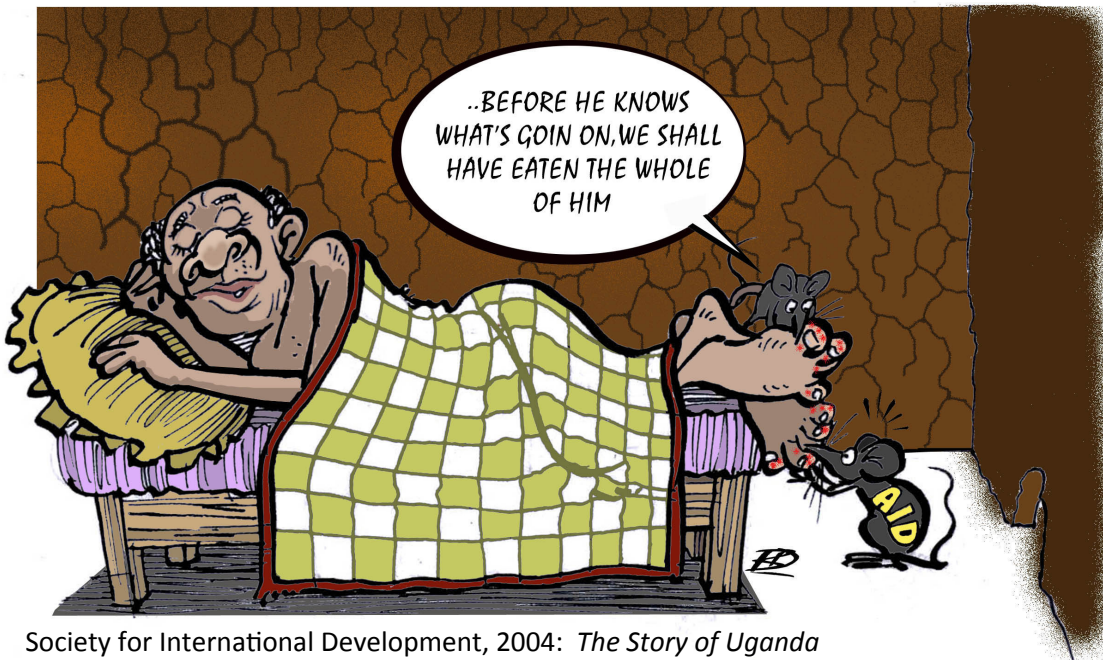
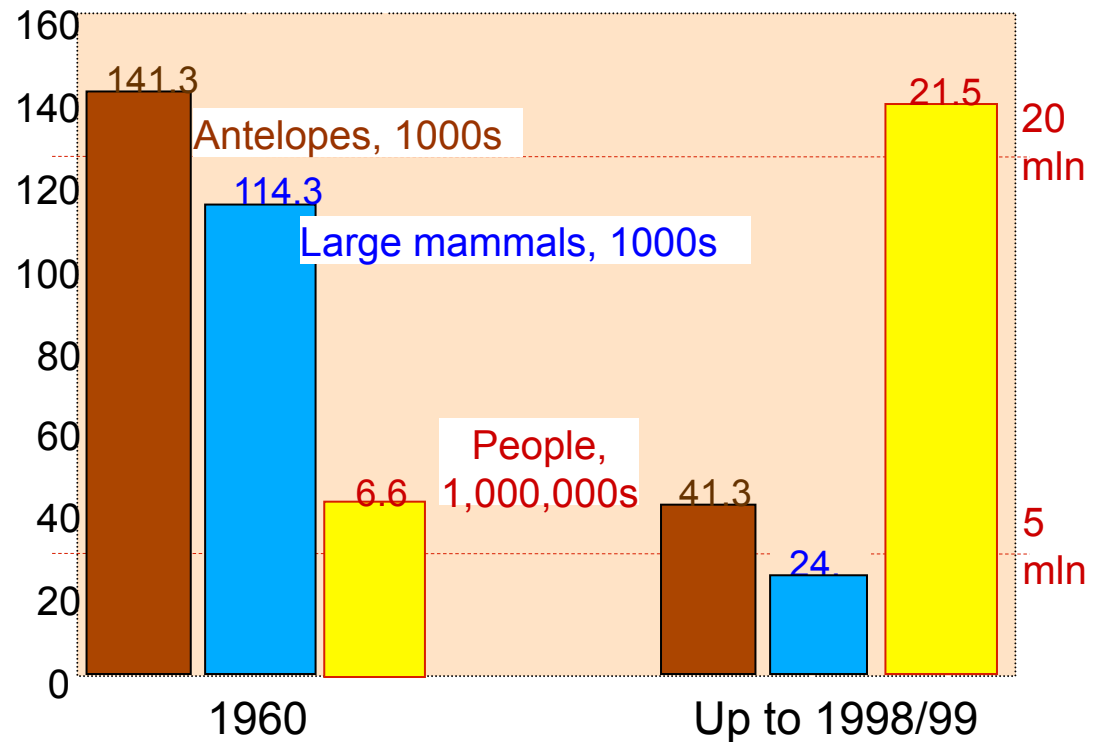
Audiences Differ



Right language

Right pacing

...



Society for International Development, 2004: *The Story of Uganda*

...

Right cosmology

Story Telling as Seduction & Dance

Arouse

FIRST LINE

a seduction, an invitation, a question

“I get the willies when I see closed doors.” (Joseph Heller)

SLOW SPEAKING – SILENCE, PAUSES

Imitating – & challenging – the culture of your audience

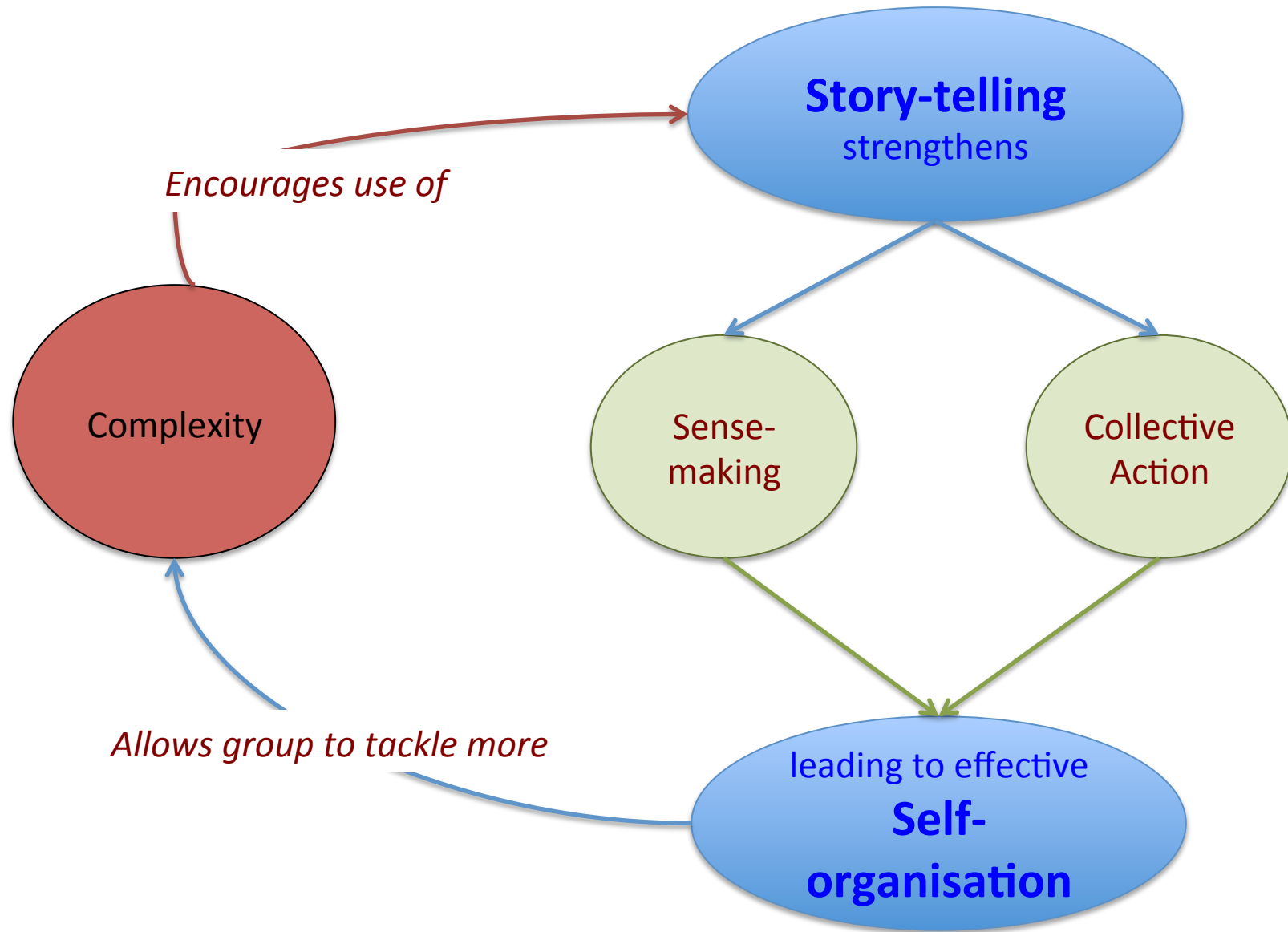
LAST LINE

A resolution of tension, a mystery explained

*“So we beat on, boats against the current,
borne back ceaselessly into our past.” (F. Scott Fitzgerald)*

Fulfill...

A Virtuous Circle



EXERCISES

“Consequences”

write a line, fold the paper over & pass to the next person

Man/Boy's name

met



Woman/Girl's name

at

Time & Place.

He said ...

Write what he said.

She said ...

Write what she said.

And the consequence was

Write final line.



Fold paper over along grey lines,
Leave space for the next line without revealing the lines already written.

Three Story Seeds

Turning Points

What event was a turning point in your life
when you learned to survive
and move on creatively?

Childhood Memories

What is your first political memory as a child?

The Felt Sense Question

What have you noticed –
that you know is important because your stomach jumps –
but you cannot explain it?

Listening

Pair people in your group,

In pairs, listen to one story from your partner

- Turning Points
- Childhood memories
- Felt sense question

Repeat your partner's story to others in the group.

Oby's Exercise – Use Felt Sense Question

As a group,

**CREATE A STORY
that
INCLUDES EVERYONE'S OBSERVATION**

20 minutes

Testing First Lines

MUSICAL CHAIRS TEST OF FIRST LINES

All chairs in a circle, 1 chair short

First person offers an opening line

Change chairs, if you want to hear the next line

Last person standing, offers a new first line

Story-telling from Analysis v Character

Story Based on Analysis

Critical facts

Relationship of facts to each other

The analytical conclusions

Write a story based on your analysis

Story Based on Characters

Name & imagine 3 people

What are their:

Wishes, lies & nightmares

What are their

key struggles, unresolved tensions?

Write a story about these people.