

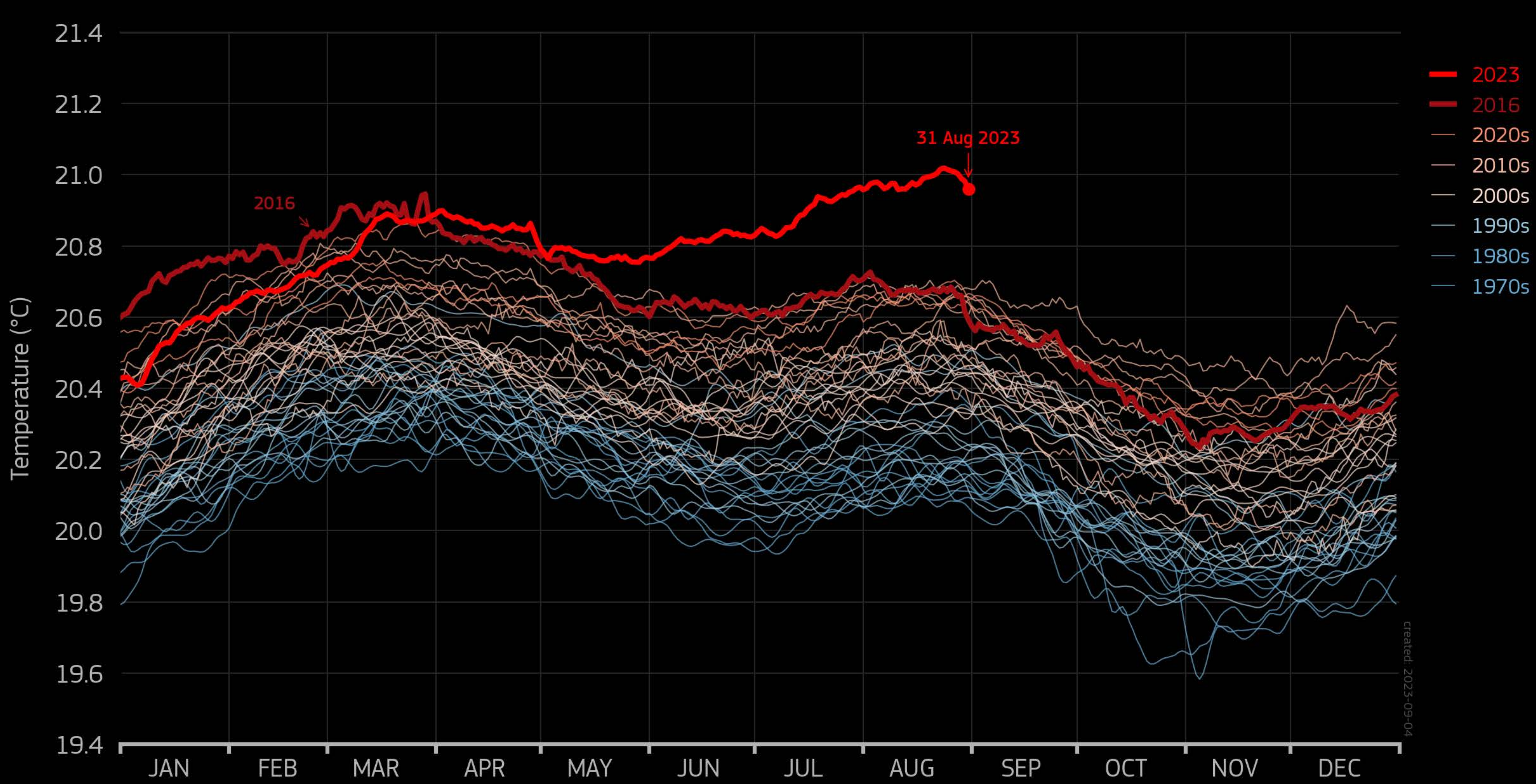
THE NEED FOR LEADERSHIP



TERENCE BARRY

2023

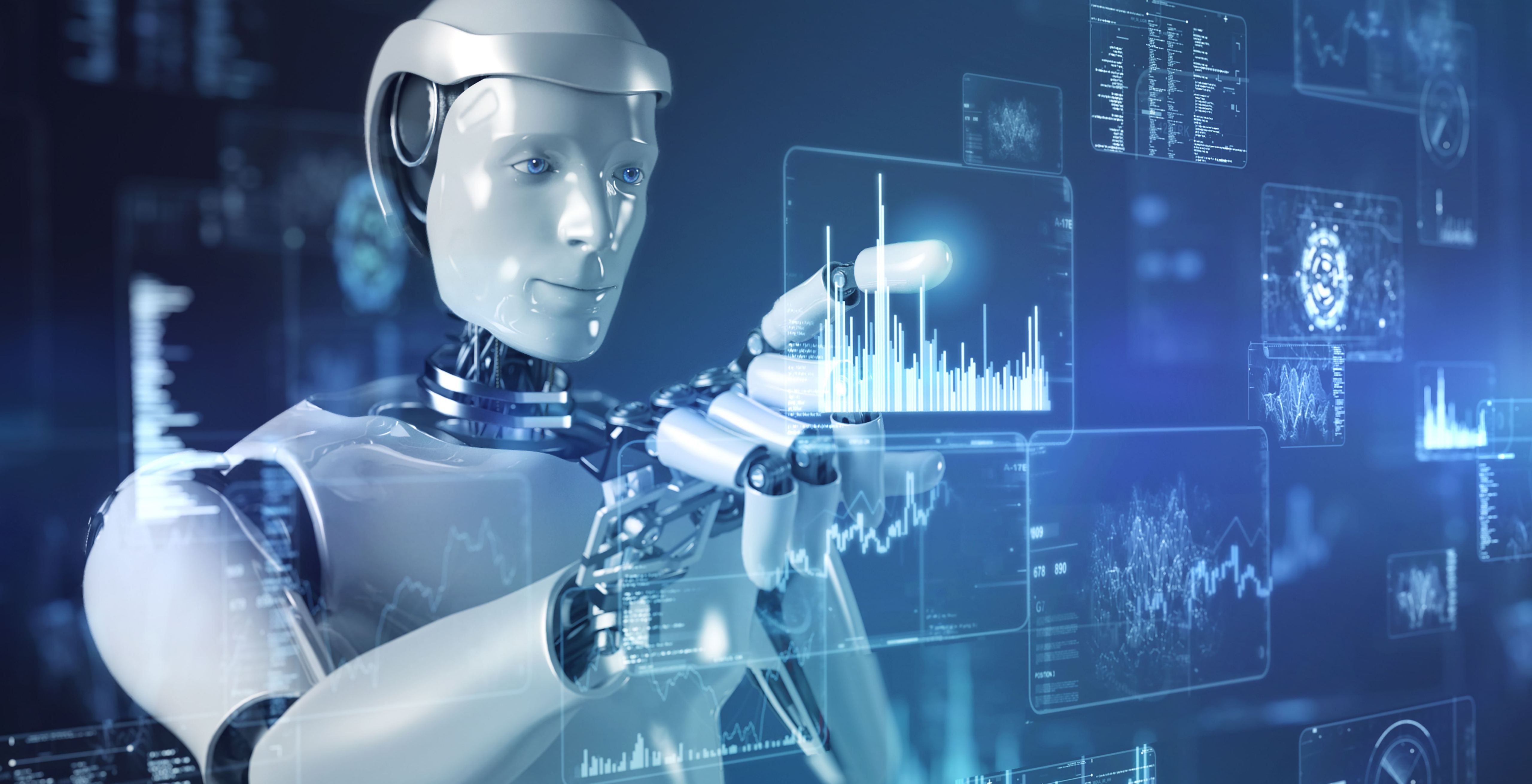




created: 2023-09-04



















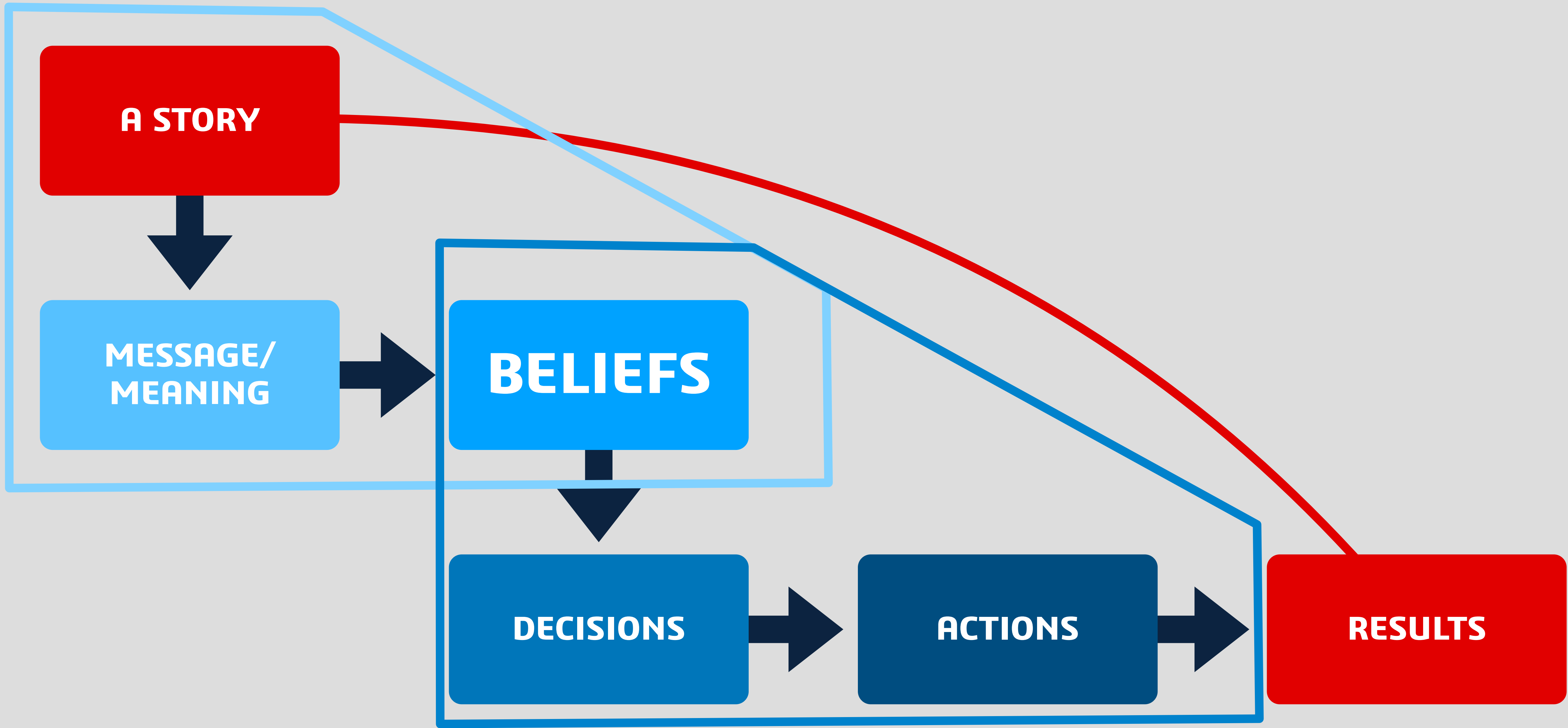
WHAT CAN
WE DO?







HOW CAN STORIES HELP?



STARTING A MOVEMENT #1

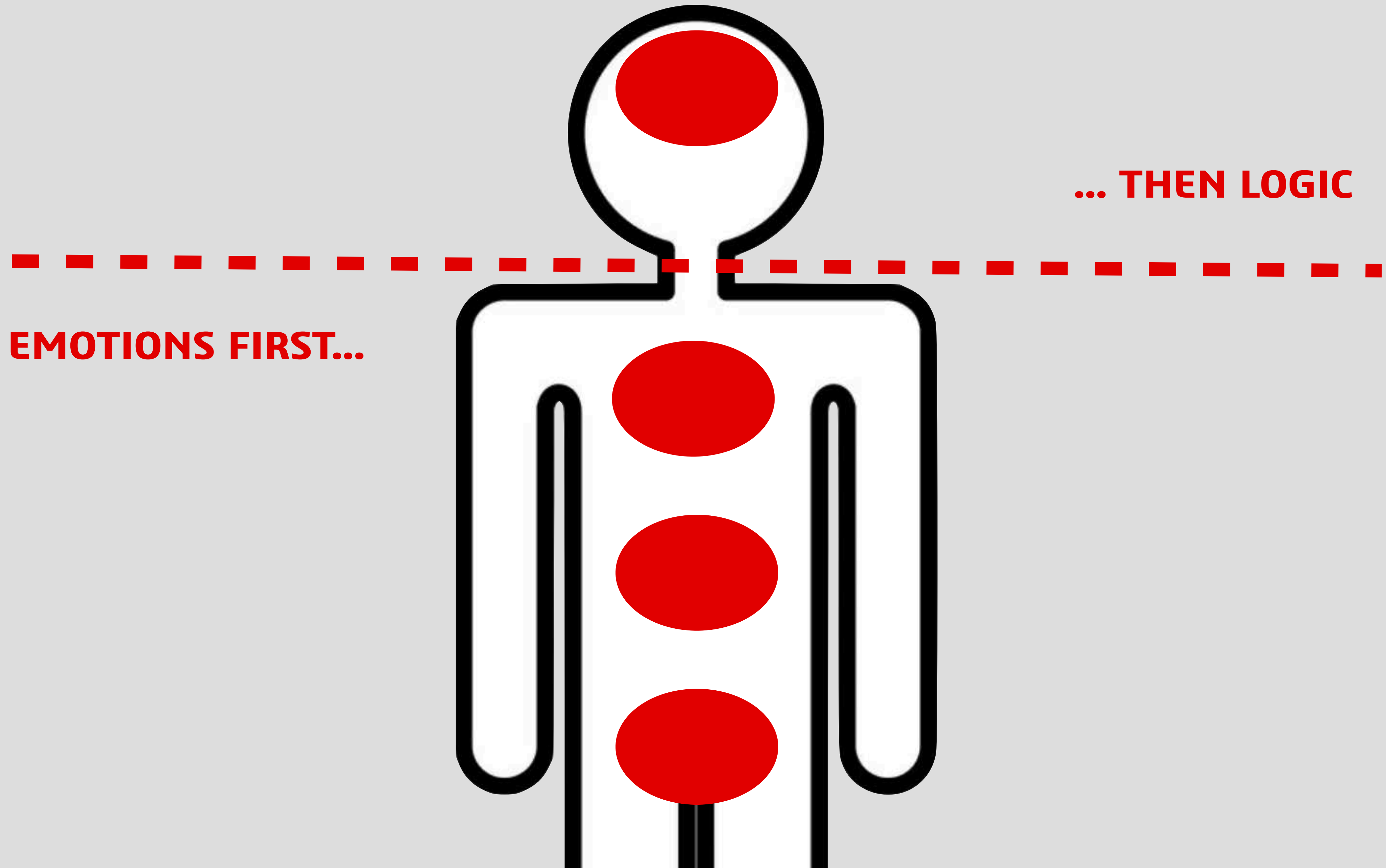
***MAKE IT
EMOTIONAL***



**If you want to build a ship,
don't drum up the men to gather wood,
divide the work and give orders.**

**Instead, teach them to yearn for the
vast and endless sea.**

Antoine de Saint-Exupéry



... THEN LOGIC

EMOTIONS FIRST...



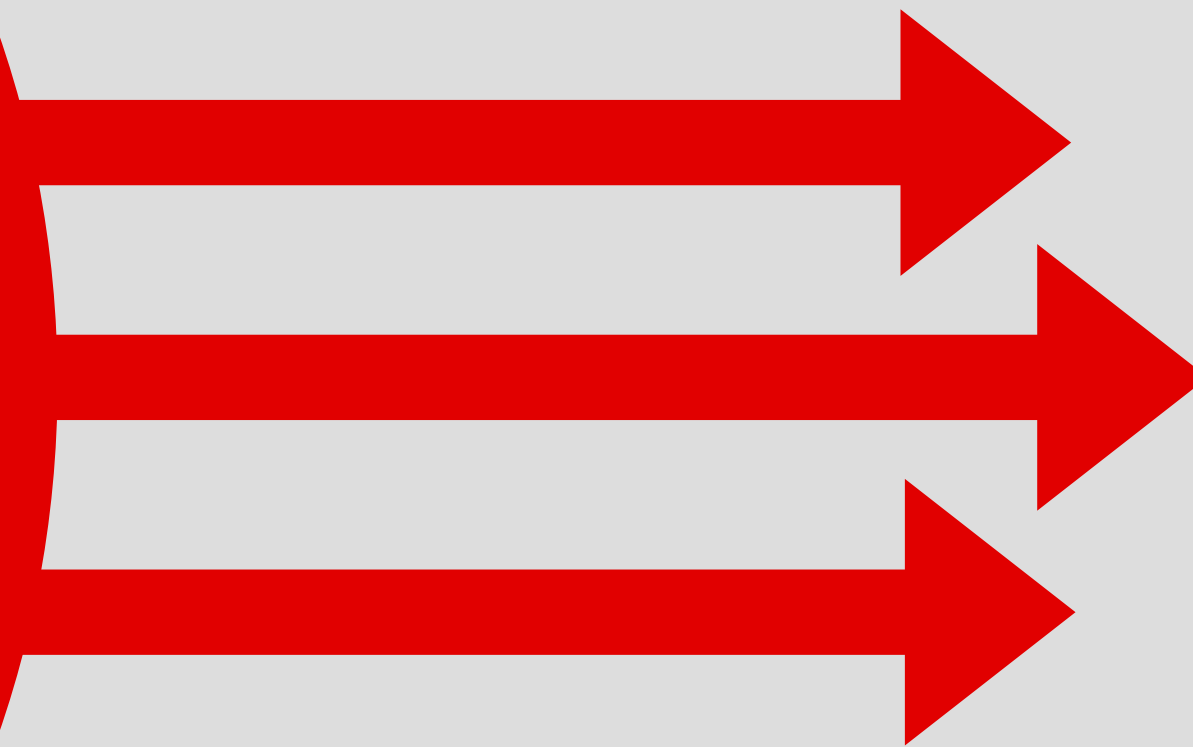


STARTING A MOVEMENT #2

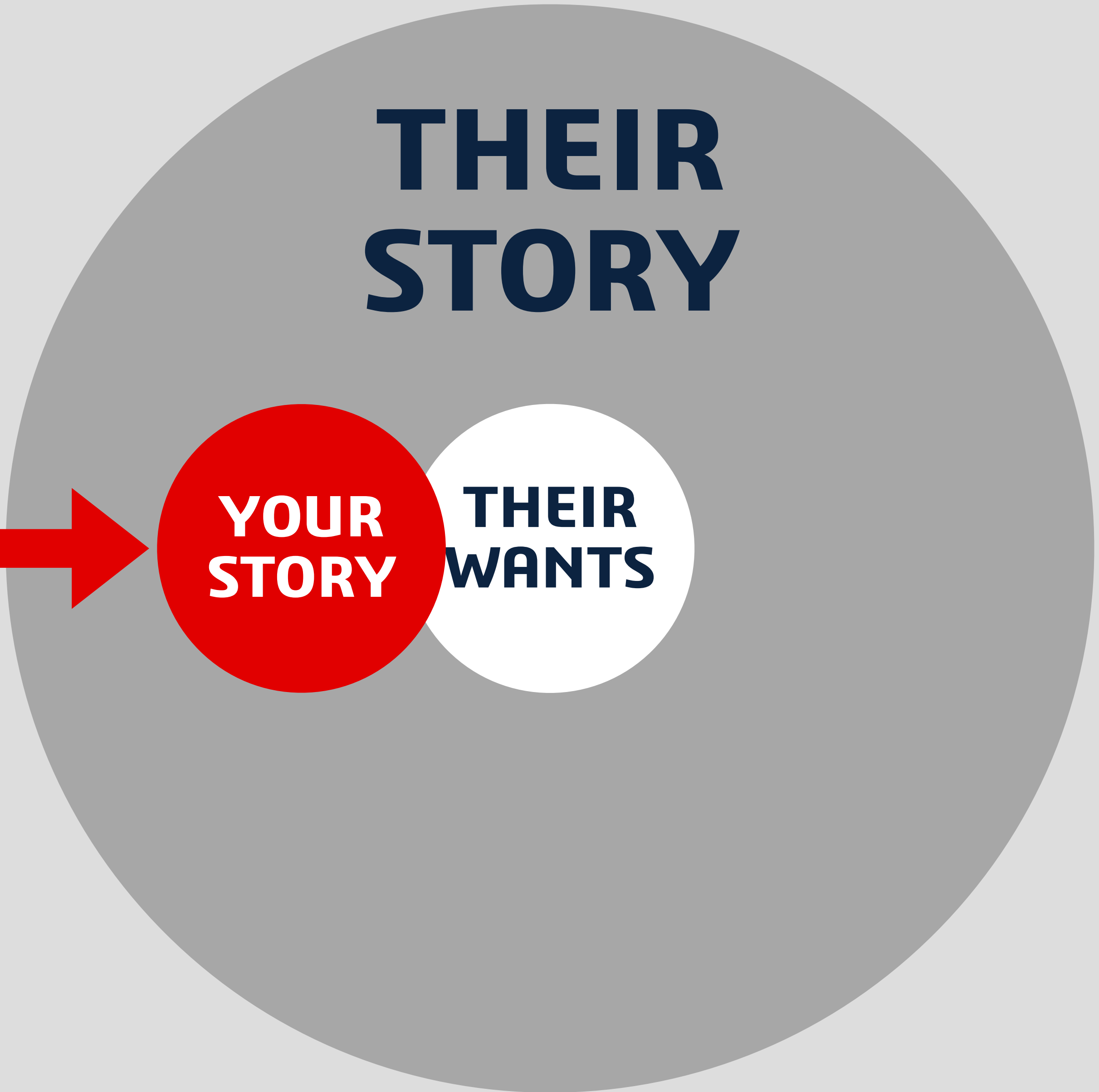
***MAKE IT
RELEVANT
(TO THEM!)***

IMAGINE...

**YOUR
STORY**

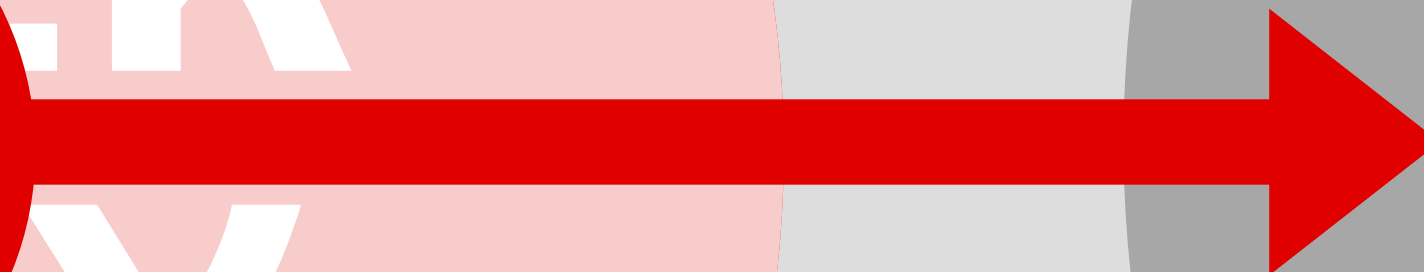


'TARGET'



GREEK
ARMY

HORSE



TROY/
TROJANS

HORSE

THEIR
WANTS

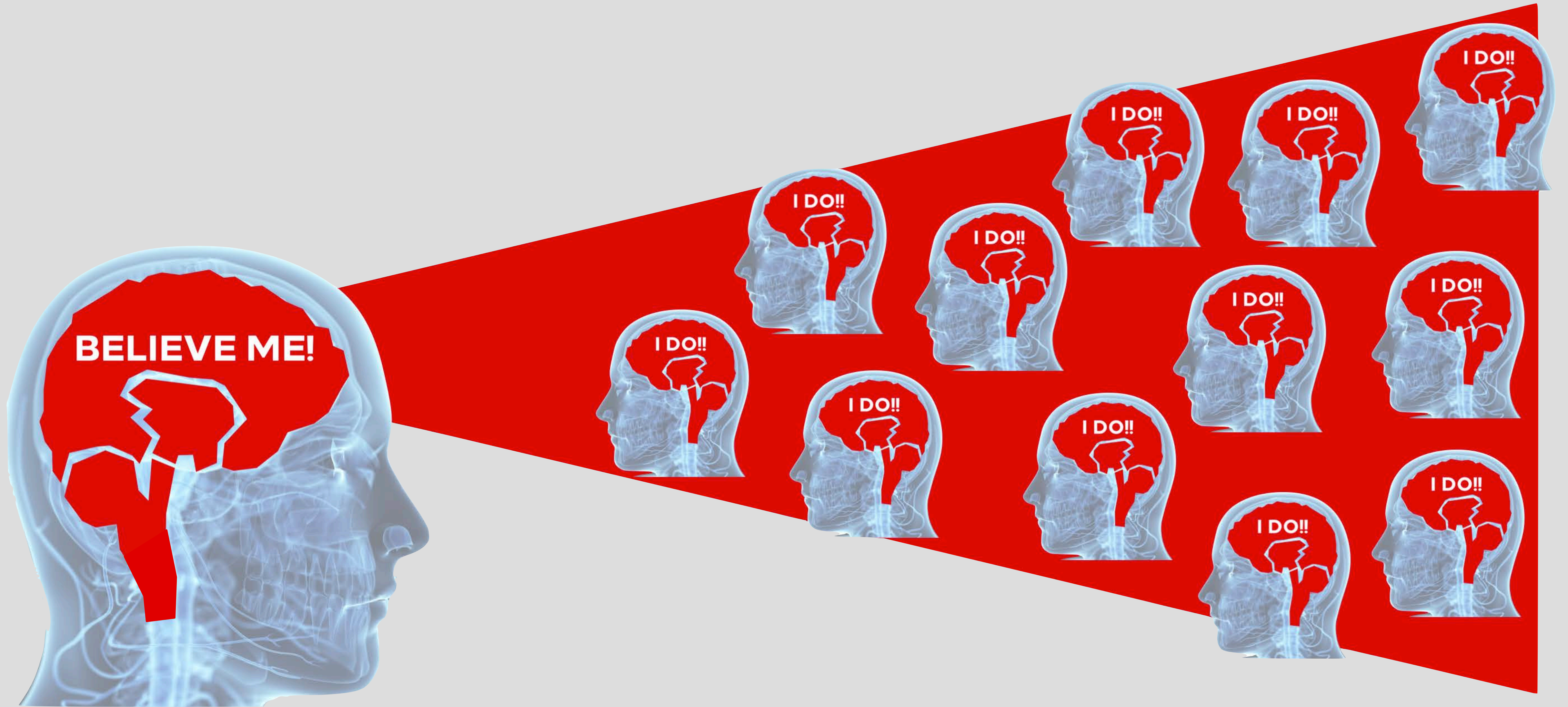


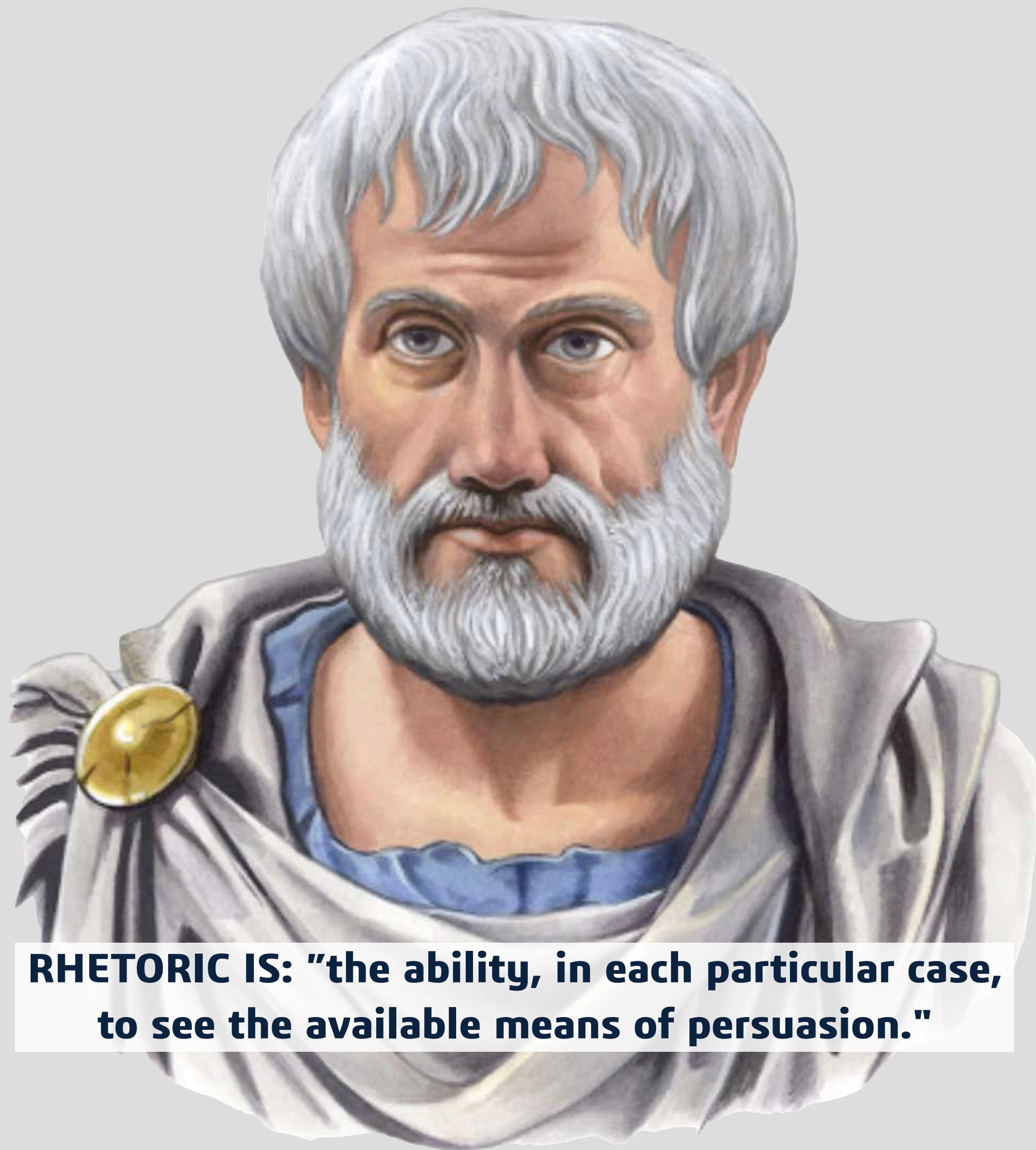
**THEIR
STORY**

**THEIR
WANTS**

STARTING A MOVEMENT #3

***MAKE IT
A GREAT
STORY***





RHETORIC IS: "the ability, in each particular case, to see the available means of persuasion."

**LOGOS
(logic)**

**KAIROS
(urgency)**

**PATHOS
(emotion)**



**ETHOS
(credibility)**

ETHOS

PATHOS

LOGOS

Wrap your
LOGOS
in
PATHOS
and deliver with
ETHOS

ARISTOTLE

(probably never said)

THE STORY SQUARE



- SOMEONE** (we 'recognise')
- WANTS SOMETHING** (Goal/Stakes/Urgency)
- FACES CHALLENGES** (tougher, the better)
- APPLIES SOLUTIONS** (smarter, the better)
- GETS A RESULT** (achieving the goal... usually)
- IS TRANSFORMED** (achieving the 'want')
- MESSAGE/MEANING (think & feel)
- CALL-TO-ACTION (do)

<p>GETS A RESULT (emotional)</p> <p>... accesses his NYC police skills and explodes the shark using a compressed air tank and a well-aimed rifle shot.</p>	<p>IS TRANSFORMED</p> <p>Amity's future is saved and Martin finally feels like he belongs (as he paddles back - comfortably and happily - towards shore).</p>	<p>SOMEONE</p> <p>Chief Martin Brody is the recently appointed head of police on Amity Island.</p> <p>Frightened of the water, he's only taken the job to get away from the stress of his previous role in New York City.</p>	<p>WANTS SOMETHING (mechanical)</p> <p>All he wants is a quiet life, and to have a successful (and busy) summer, so his tourist dependent islanders can prosper.</p>
<p>GETS A RESULT (mechanical)</p> <p>After a tense battle, where Hooper is (apparently) killed and Quint is eaten, Brody finally steps up...</p>	<p>MESSAGE/MEANING (THINK & FEEL)</p> <p>The greatest victories lie on the other side of fear.</p>		<p>WANTS SOMETHING (emotional)</p> <p><i>(He wants peace... he DOES NOT want responsibility).</i></p>
<p>APPLIES A SOLUTION</p> <p>Martin closes the beaches, then - against his better instincts - is convinced to re-open them by the mayor.</p> <p><i>(Avoiding his responsibility).</i></p>	<p>CALL-TO-ACTION (DO)</p> <p>TAKE RESPONSIBILITY! FACE YOUR FEARS!</p>		<p>FACES A CHALLENGE</p> <p>Then a shark attacks and eats Chrissie Watkins, and everything in Martin's life turns upside down.</p>
<p>APPLIES ANOTHER SOLUTION</p> <p>Martin agrees to a flotilla of fishermen to hunt and kill the shark.</p> <p><i>(Passing on his responsibility).</i></p>	<p>APPLIES A FINAL SOLUTION</p> <p>Along with a geeky oceanographer, Hooper, and 'mad fisherman,' Quint, Martin decides to hunt the shark the 'old fashioned way'</p> <p><i>(Accepting his responsibility).</i></p>	<p>FACES A FINAL CHALLENGE</p> <p>The shark the flotilla catches ISN'T the shark they're looking for and - on the 4th of July, with packed beaches - the great white strikes again, almost killing Martin's son... NOW, IT'S PERSONAL.</p>	<p>FACES ANOTHER CHALLENGE</p> <p>On the re-opened beaches, the shark eats the Kintner boy. Now Martin knows he has a huge problem on his hands.</p>





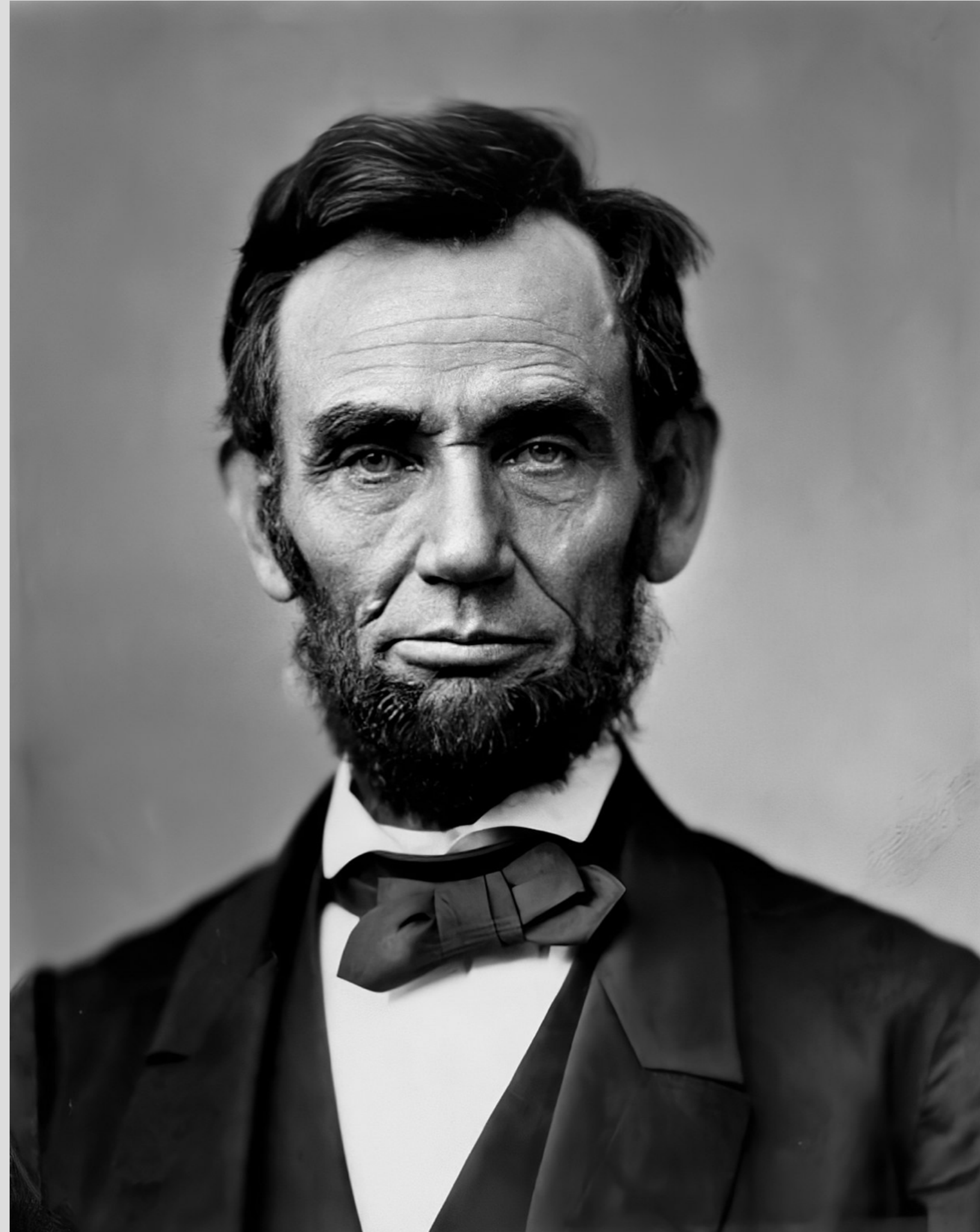
My loving people,

We have been persuaded by some that are careful of our safety, to take heed how we commit our selves to armed multitudes, for fear of treachery; but I assure you I do not desire to live to distrust my faithful and loving people.

Let tyrants fear. I have always so behaved myself that, under God, I have placed my chiefest strength and safeguard in the loyal hearts and good-will of my subjects; and therefore I am come amongst you, as you see, at this time, not for my recreation and disport, but being resolved, in the midst and heat of the battle, to live and die amongst you all; to lay down for my God, and for my kingdom, and my people, my honour and my blood, even in the dust.

I know I have the body but of a weak and feeble woman; but I have the heart and stomach of a king, and of a king of England too, and think foul scorn that Parma or Spain, or any prince of Europe, should dare to invade the borders of my realm: to which rather than any dishonour shall grow by me, I myself will take up arms, I myself will be your general, judge, and rewarder of every one of your virtues in the field.

I know already, for your forwardness you have deserved rewards and crowns; and We do assure you in the word of a prince, they shall be duly paid you. In the mean time, my lieutenant general shall be in my stead, than whom never prince commanded a more noble or worthy subject; not doubting but by your obedience to my general, by your concord in the camp, and your valour in the field, **we shall shortly have a famous victory over those enemies of my God, of my kingdom, and of my people.**



Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live.

It is altogether fitting and proper that we should do this.

But in a larger sense, we cannot dedicate – we cannot consecrate – we cannot hallow – this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember, what we say here, but it can never forget what they did here.

It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us – that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion – that we here highly resolve that these dead shall not have died in vain...

that this nation, under God, shall have a new birth of freedom...

And that government of the people, by the people, for the people, shall not perish from the earth.



There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation many never come again.

But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic? Why does Rice play Texas?

We choose to go to the moon.

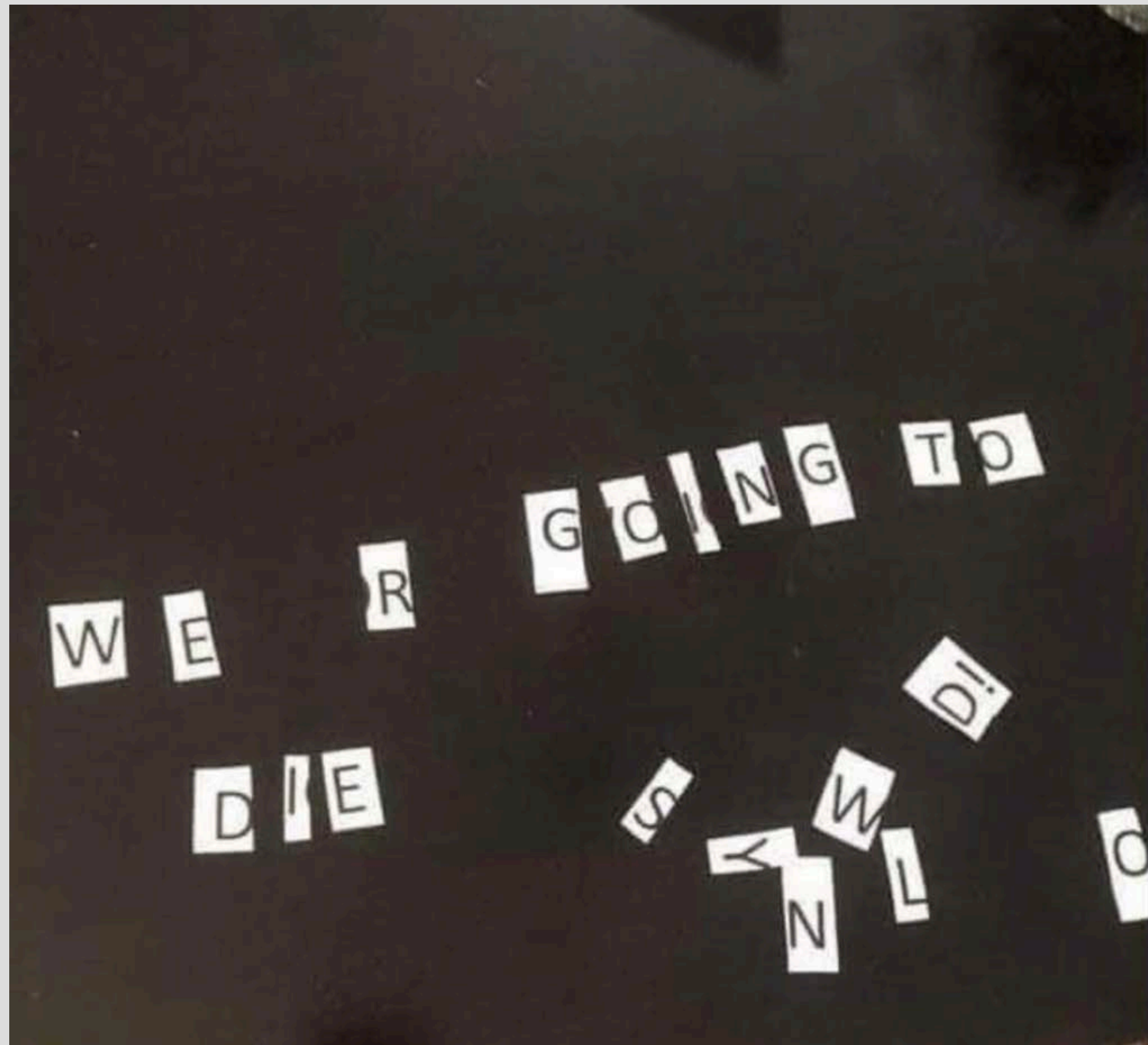
We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

STARTING A MOVEMENT:

- *MAKE IT EMOTIONAL*
- *MAKE IT RELEVANT TO THEM*
- *MAKE IT A GREAT STORY*

“My Dad wanted to surprise my little sister with a trip to Disney World, so he made her a puzzle to solve.

She got stuck here... ”



**LEAD
THE WAY!**