



Social Capital Residencies – Workshop Summary

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| Title | Creative Communication and the Purpose Economy |
| Date | 21st November, 2017 |
| Time | 9:00 – 11:00 am |
| Venue | Level 10, Flinders University |
| Address | 182 Victoria Square, Adelaide SA 5000 |
| Primary Contact | Jeannine Malcolm 0421 616 943 |
| DDF Contact | Rose Lacon Williamson |

WORKSHOP PURPOSE:

During his academic career, [Vic Strecher](#) has developed strong interpersonal and interdisciplinary communication skills. Vic has more recently produced some of his academic work in creative forms such as graphic novels and e-books. Vic has also been working collaboratively with a Screen Writers' Guild writer to hone his message of 'public health for good' and 'meaning and purpose' for the broader public.

This workshop aims to build capacity in organisations to employ creative communication and storytelling as a tool for collaboration, workforce and customer engagement and for realising the opportunities in the purpose economy.

FORMAT:

- Introduction to Vic Strecher
- Exercise
 - Why/Purpose & Who/Vision (articulate your meaning & mantra)
 - Who is this for? (articulate your customer, what do they need, what is the problem you're trying to solve?)
 - What & How (articulate your message & method)
- Summary and close

INTENDED OUTCOMES:

After this workshop, participants will better be able to:

- Identify new methodologies for communication and storytelling.
- Create new partnerships and networks for interdisciplinary collaboration.

THE PRINCIPLES OF CONCISE COMMUNICATION

Vic explains the concept of 'Instructional Design Models and Theories: Schema Theory' initially proposed by Frederic Bartlett. <https://elearningindustry.com/schema-theory>

Schemata (plural of schema) basically, schemata (plural of schema) are psychological concepts that were proposed as a form of mental representation for selected chunks of complex knowledge, which are then stored in the long-term memory.

The 4 Key Elements of a Schema

The key elements of a Schema are:

1. An individual can memorize and use a schema without even realizing of doing so.
2. Once a schema is developed, it tends to be stable over a long period of time.
3. Human mind uses schemata to organize, retrieve, and encode chunks of important information.
4. Schemata are accumulated over time and through different experiences.

The practical considerations of schema theory is in the design of any form of communication. We want to ensure that new schemata (chunks of information) are readily recognised and that the viewer/receiver is able to establish connections between the new information and existing memory.

Vic demonstrated this via an example where eye tracking technology was used to better understand how a viewer perceived health information. This is becoming a more common form of marketing and communications technology and strategy.



Figure 1:
<https://www.usability.gov/sites/default/files/images/eye-tracking-full-option1.jpg>

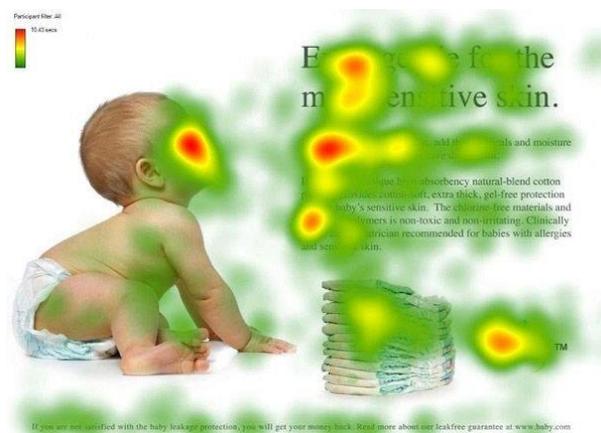


Figure 2:
<https://pbs.twimg.com/media/C0vqTOcXcAAG5wh.jpg>

CLIENT PERSONA

Understanding who we are and what our purpose is fundamental to being able to engage well with others. We also need to be able to understand our audience; what they already know, what they're interested in/passionate about, what matters to them. This will help us craft schema that will resonate with them more effectively.

In the public health sector, Vic Strecher has found that stories work better than advice i.e. if I tell you a story about quitting smoking, you are more likely to quit than if the same advice was told as direct advice or instruction. Storytelling is a skill that should be fostered more strongly in our organisations. This can help transcend people beyond their individual self interest. This philosophy has helped us create a vision that public health isn't an industry, it's a cause.

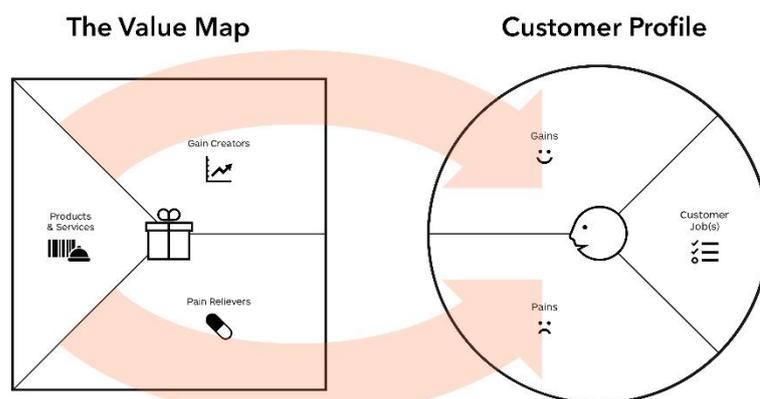


Figure 3: <https://loft.io/guide/learning/value-proposition/>

FURTHER DISCUSSION QUESTIONS:

- How can story telling help bridge the language divide between sectors/audiences?
- How do we identify the key elements of our message?
- Applications for funding are typically very tightly formatted. How can we influence funding bodies to be more flexible in their considerations?
- How can we collectively use our newfound communication skills to better communicate the social impact of growing jobs in the purpose economy?

REFERENCES:

Dr Vic Strecher

On purpose: https://www.youtube.com/watch?v=TB98SSgv8_E

On narrative: <https://www.youtube.com/watch?v=S3m3ugmKwC0>

Schema Theory

<http://www.learningideas.me.uk/schemas/>

[http://en.wikipedia.org/wiki/Schema_\(psychology\)](http://en.wikipedia.org/wiki/Schema_(psychology))

| | THE PROBLEM | WHY / OUR PURPOSE | WHO/OUR IDENTITY | WHO/OUR AUDIENCE | WHAT/ OUR VISION | HOW/STRATEGY |
|---|---|---|---|---|--|---|
| <p><i>“How do we move from a rose-tinted view to a more realistic understanding of the NFP sector?”</i> – Jane Arnott, CBB</p> | <ul style="list-style-type: none"> • Not for profit sector dependent on public trust for funding, tax benefits etc. • Public perception is bound in an old fashioned view of charity from 100 years ago. | <ul style="list-style-type: none"> • | <ul style="list-style-type: none"> • | <ul style="list-style-type: none"> • General public • Already supporters • Move them to understand more about the sector | <ul style="list-style-type: none"> • Dispelling myths | <ul style="list-style-type: none"> • |
| <p><i>“How do we communicate the imperative for change in an organisation steeped in tradition?”</i> – Sharyn Broer, Meals on Wheels</p> | <ul style="list-style-type: none"> • Communicate new methodology internally. • Managing change throughout the volunteer base/ enable volunteers to better reach to change. • Grow the volunteer base with new process/ procedures. | <ul style="list-style-type: none"> • MOW: support healthy & independent community • Staying relevant in the market – create customisation for client. | <ul style="list-style-type: none"> • What ‘makes’ MOW special? • You are important, can’t run without you, but we are need to change. | <ul style="list-style-type: none"> • Volunteers— current • Typically active retirees (70+ y.o.) | <ul style="list-style-type: none"> • Idea: Grandma teaches kid how to make scores. • “Tradition is great – but change is better (end impact is better)”. • “My MOW has changed over the last 60years. It is going to need to change more.” • Core value, caring for the carer • Reliable. Dependable. | <ul style="list-style-type: none"> • Video + workshops • Describe what has not changed. • Say sorry. • Emotion (confidence, reassurance) • Not poison new people. • Revitalisation. • Show the changes – we are changed before + we can be resilient. • New things on the menu – car analogy. • Long service volunteer. |

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| <p><i>“How do we communicate the value of impact investment to ensure the sustainability of our services?”</i> – Kerry McGrath, Community Centres SA</p> | <ul style="list-style-type: none"> Community centres SA (108 centres across SA) Peak body Funding gen comes from government & councils & has not increased in 13 years. How do we attract alternative sources of funding to ensure sustainability of sector There is money out there--, but how do we get the investment directed towards community centres. How can we get money invested in community centres instead of directing to other services? | <ul style="list-style-type: none"> 35K people use a community centre each week. Entry point in to society Adapting to needs of local community Need to treat community centres more like a business Offering service provision to other organisations e.g. Resthaven | <ul style="list-style-type: none"> Life long learning – identifying different entry Over 108 centres some are promoting services well, others not so well. Community needs analysis— cannot cope with the needs of community | <ul style="list-style-type: none"> Points – families with young children, adult education, senior activities. <i>“I went as a young person for youth programs, then not till I had a child for kid’s club...now I’m taking my Mum there for yoga classes.”</i> Community Centres are there for you no matter what stage of life. | <ul style="list-style-type: none"> Audience – the way we live is changing How can you convince someone who is not invested in this space to invest Simplifying the message – redefine the messaging –what is the offering today to change perceptions Identify what is going to connect with the funder Case studies that demonstrate ROI – training & future employment | <ul style="list-style-type: none"> Connectivity/ community Defining what a community centre is and does changing people’s perceptions Video for social media Ask users what the community centres mean to them tap into emotions Take vision of variety of locations & activities Show the variety of people who use the centres, young, elderly middle aged, cultural diversity Keep it short 1 min – 1.30 min max Case study examples – testimonials |

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| <p><i>“How do we make working in the Social Assistance sector a more attractive career proposition for Millenials?”</i> – Emma Hinchey, Community Support Inc. & Rebecca Kutcher, Can:Do</p> | <ul style="list-style-type: none"> • | <ul style="list-style-type: none"> • To provide assistance from someone a person can relate to. • “To help people live a better life.” | <ul style="list-style-type: none"> • “Feel good because you do good.” • “Your life, your way, people who need help + want to give it.” | <ul style="list-style-type: none"> • Bored Millennials | <ul style="list-style-type: none"> • Connect to someone like you to help them live like you. • Social assistance can be fun. | <ul style="list-style-type: none"> • B&W vision: 20 y.o walking on Hindley St whose carer happens to be 60 y.o with unfamiliar interests • Colour vision: 20 y.o. get paid to go clubbing on Friday as a carer for young person. • What’s your favourite meme? • “Make a difference.” |
| <p><i>“ What is the purpose economy?”</i> – David Pearson, Don Dunstan Foundation</p> | <ul style="list-style-type: none"> • Can’t be too ‘fluffy’ | <ul style="list-style-type: none"> • Create jobs in the purpose economy • Work for a fairer world • Improve the wellness of every person • Want to create a better & more equitable society. • Improve our ability to solve social problems • Making the economy work for everyone. | <ul style="list-style-type: none"> • Thought leadership organisation • Not for profit • | <ul style="list-style-type: none"> • Community • Citizenship • Business • Younger generation – want to make a change in the world | <ul style="list-style-type: none"> • Support the prosperity & wellbeing of all South Australians by doing good better. • Create a better understanding of the issues • Changing perception of charity and business | <ul style="list-style-type: none"> • Start at grass roots vision for SA • Those who have the resources to help: Business – profit + Community – Need • |