


PSaSNfL Day-04

55 Canadianisms that confuse the world



A word cloud containing 55 Canadianisms. The words are arranged in a roughly circular shape. Some of the visible words include: Gasbar, Chocolate Bar, Pablum, Give'r, Thongs, Lineup or Queue, Sixty-Pounder, Runners, No-See-Um, Whitener, Quebec, Jacket, Fests, Twixler, Bachelor Apartment, Forty-Pounder, Pencil Crayon, Skookum, The Dog, Bachelorette, Texas, Mickey, Staggie, Bigger, Hydro, Turfed Out, Rubber, Garburator, Parkade, Serviette, Keener, Chip Truck, Stagette, Fill your boots, Twenty-Sixer or Twixler, Track Pants, Fire-Hall Dish Cloth, Pissed, ABM, Sugar, BFI Bin, Gotch, Robertston, Screws, Screwdriver, Skookum, Bigger, Hydro, Turfed Out, Pissed, ABM, Sugar, BFI Bin, Gotch, Donair, and Meanwhile in Canada.

Image by Jules Sherred. Meanwhile in Canada

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VCC PSaSNfL Course - Day 04

Daniel Thorpe | 4 November 2024 | 6:00p-9:00p

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Introduction

Questions | Review | Quiz

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Questions



A cartoon illustration of a red question mark character with a face, arms, and legs. The character has a slightly sad or confused expression. It is standing on a small shadow.

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Review

- Anything you particularly noticed from last session's presentations?
 - Hooks, you liked? Visuals?
- Remember storytelling principles:
 - Stories have a unity – they're not one damn thing after another.
 - New presenters very tempted to throw in everything – whether it fits or not.
 - THEME helps you determine what fits or not.
Example: if Apple selling MacBooks as creative tool – not as interested in CPU speeds or IO speeds.
 - CHARACTERS engage us. Can be your real employees, customers, or you can personalize your organization/products.

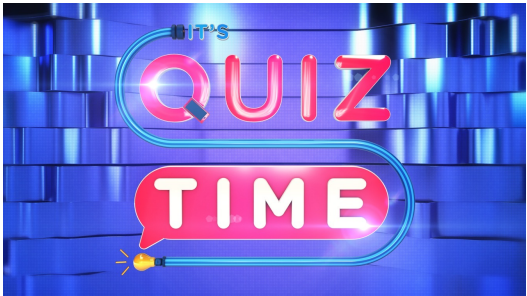
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Review / Tips

- A couple of good hooks:
 - "I'll never forget," or
 - "One of my favourite stories..."
- Emphasize transitions with phrases such as:
 - "If there are no questions, I'll move on..." or
 - "Now that we've discussed X, let us turn to..."
- Remember that storytelling is more effective when it paints a vivid picture in the audience's mind:
 - Use specific examples and specific imagery whenever you can.

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Quiz




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1. Student Presentations

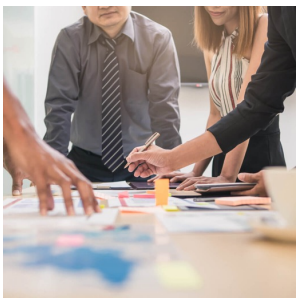
Petru | Alena | Kay | Amanda

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Break




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2. Building a Strategic Narrative

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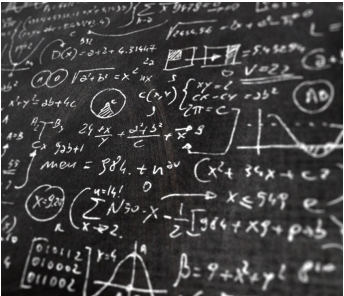
Beyond Mission & Vision Statements



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A Strategic Narrative...

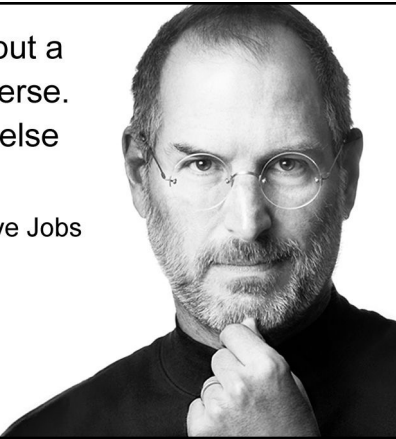
- Includes your organization's people and their roles.
- Shows your direction and purpose.
- Reflects your organization's DNA.



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“We're here to put a dent in the universe. Otherwise why else even be here?”

~ Steve Jobs



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Build Your Own Strategic Narrative


- What dent are you going to put in the universe?
- Where are is personal/professional purpose? What are your values? (Your brand DNA.)
- What work do you do and why?
- Combine these in a sentence that defines your core strategic narrative.
- Communicate this story to the public, identify a pain point and how you can resolve it. (Your story's CONFLICT.)
- Personalize your story and make it emotionally resonant. (We are going on a journey together.)

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Strategic Narrative Exercise

Work together with a partner to develop a personal strategic narrative for one of you that you'll present in two minutes or less.

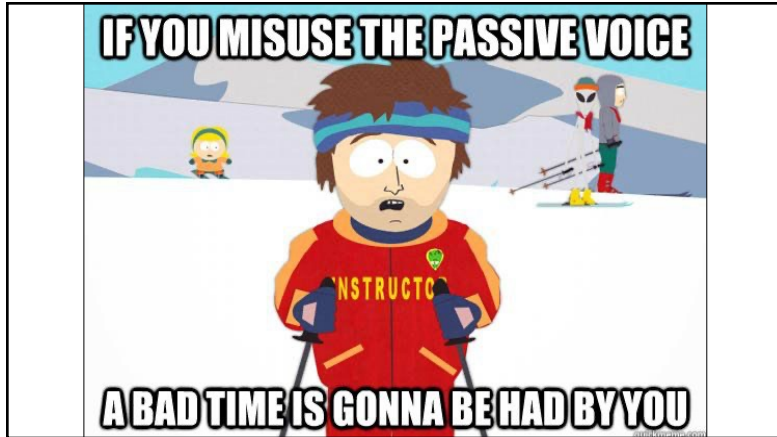
- **Introduction:** The dent you will make in the universe.
- **Main Body:**
 - Your purpose and values plus your work.
 - Equals your core narrative.
 - Communicated in a story (pain point resolved).
 - That emotionally includes your audience/clients/customers.
- **Conclusion:** restate your core story.



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3. Language Tidbit: Passive Voice

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Active voice has a subject

<p> Active</p>	<p> Subject > Verb > Object</p> <p>Someone does something to someone.</p>	
<p> Passive</p>	<p> Verb > Object</p> <p>Something is done to someone.</p>	

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Passive Voice

Convert from passive to active voice:

- Our membership meeting was postponed by the president.
 - The president postponed our membership meeting.
- The résumés of job candidates are sorted quickly by our Banner software.
 - Banner quickly sorted the résumés of our job candidates.
- Computer paper was ordered yesterday.
 - I ordered computer paper yesterday.

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Passive Voice (Bonus)

Convert from active to passive voice:

- We must delay shipment of your merchandise because of heavy demand.
 - The shipment of your merchandise was delayed because of heavy demand.
- The technician could not install the computer program.
 - The computer program could not be installed.

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Conclusion

Day-05 Homework | Questions


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Day-05 Homework

1. If you haven't given your second presentation, be prepared to present on 25 November 2024.
2. Prepare for a short quiz.
3. Read the handouts on Persuasive Messages and Negative Messages.

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Questions?



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