PanMedia – Bringing it all together
FIRST Vancouver 2008
USSR – “The Great Patriotic War”
Crimea – 1850’s
Crimea – 1850’s
Boer War – 1890’s/1900’s
MoD betrayed troops in Afghanistan, says coroner

An Oxford coroner criticised the Ministry of Defence yesterday, accusing it of betraying soldiers' trust by sending troops to Afghanistan without basic equipment.
MoD seeks court ban on criticisms from coroners

The defence secretary, Des Browne, has gone to the high court in an attempt to prevent coroners criticising the Ministry of Defence during military inquests.

Government lawyers yesterday presented papers to the Royal Courts of Justice asking for a court order banning coroners from accusing the MoD of "serious failings" when recording verdicts on service personnel deaths.

Tuesday March 18 2008
Catastrophic self-inflictions: main causes
The Naming of Parts...
The Naming of Parts...
The Naming of Parts...
A Question of Noise…

INPUT
Strategic Objectives/Targets
Management Directions
Team Briefings
Day to Day Variables

Competitor Activity
Staff Levels and Performance
Other Resources

Market Conditions
Media Reports
Industry Briefings

Feedback
Agent
Action
Results

NOISE
Misinformation
Gossip
Distractions
Us

Anxiety
Jealousy
“Ticking Clocks”
Being The Ghost....
FIRST and the Brand
“Narrative is the primary human tool for explanation, prediction, evaluation and planning” ------- Mark Thomas, *The Narrative Mind*

“We live, and call ourselves awake, and make decisions by telling ourselves stories” ------- Julian Jaynes, *The Origins of Consciousness*
Once upon a time

*a settled world*

And then one day

*external or internal forces*

What they didn’t realise

*critical choices made*

Resolution

*comprehension*
Story --- One

Desire

Urgency

Obstacles

Treasure
Four Tools

Research

Character

Timing

Cause
Three Rules

Momentum

Reaction

People

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What is the one essential story-factor that corporate communicators almost invariably leave out of their narratives?
CITIZEN KANE
“The only author worth reading is the one who doesn’t try to tell us what to think”
“Audiences shrink from sermons…”

Akira Kurosawa
“I think that I have made them aware...”
Po Chu-i, 772-846 AD

How can there be a thousand miles between us?
Our Autumn thoughts arise out of one moment.
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