



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.

Saturday February 16 2008



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

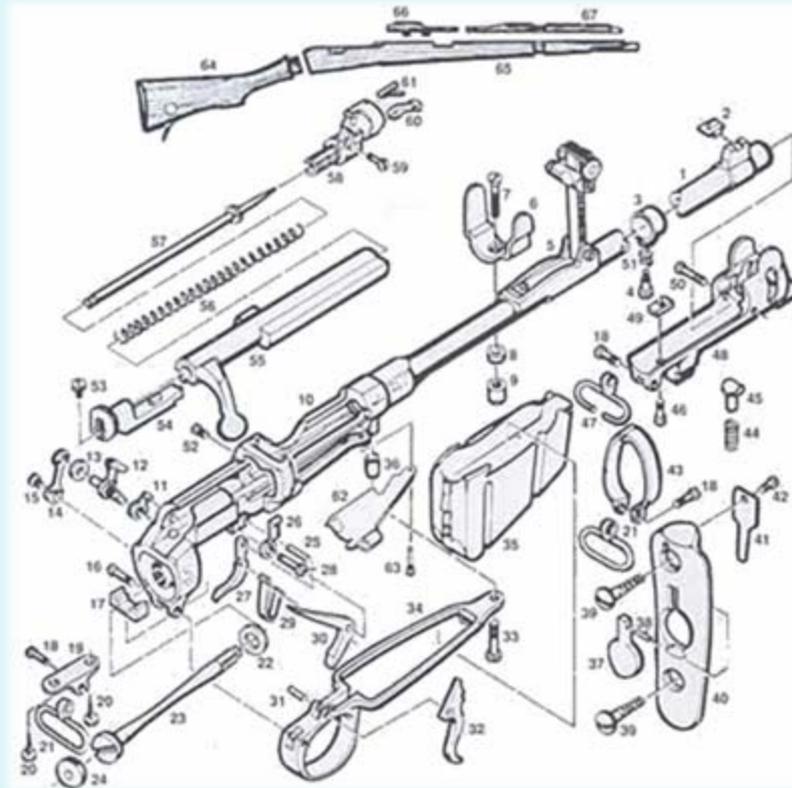


Catastrophic self-inflictions: main causes





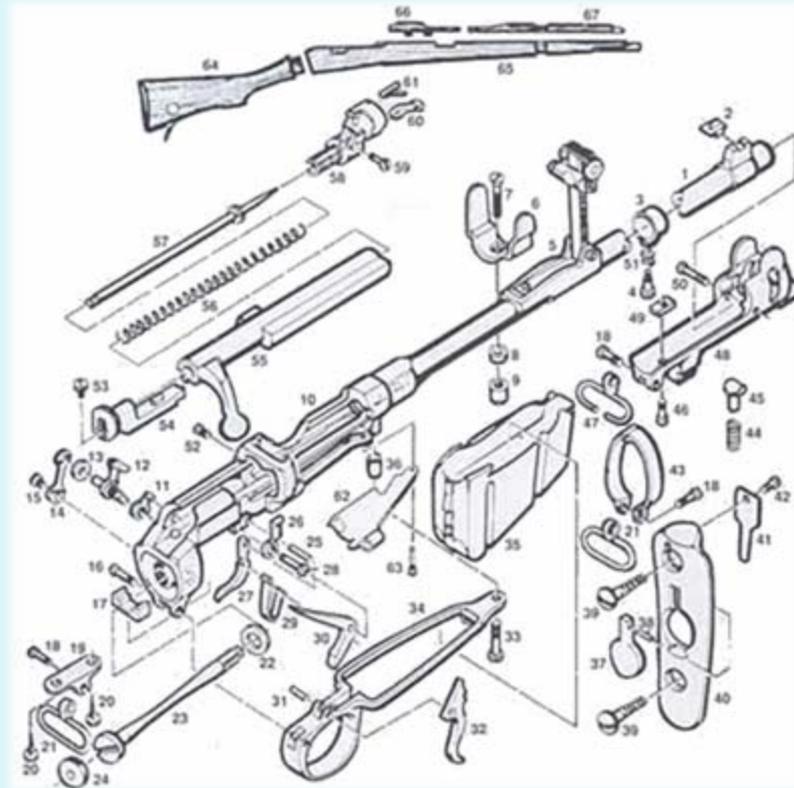
The Naming of Parts...







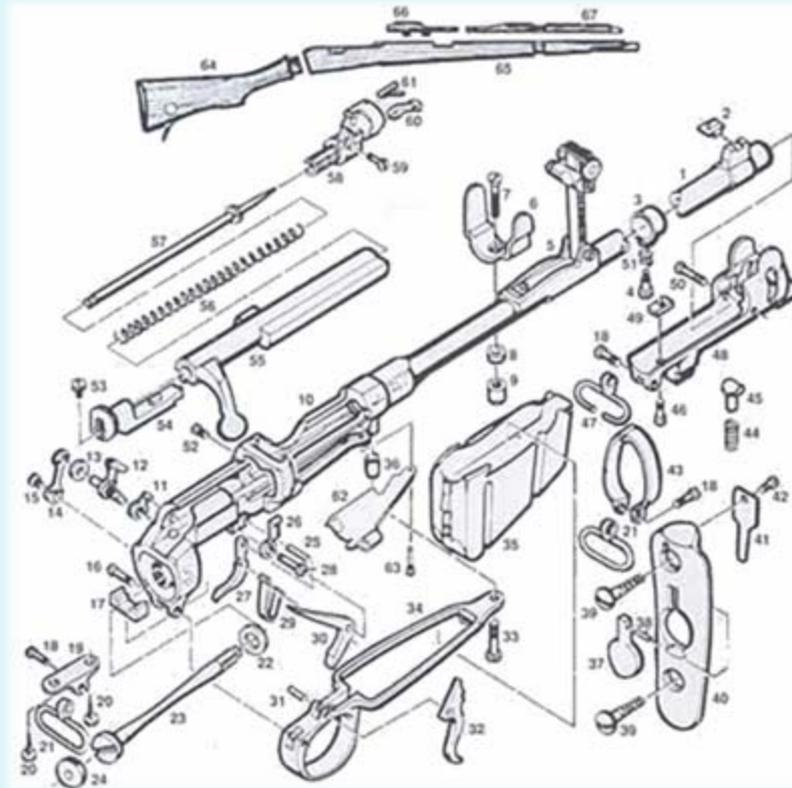
The Naming of Parts...





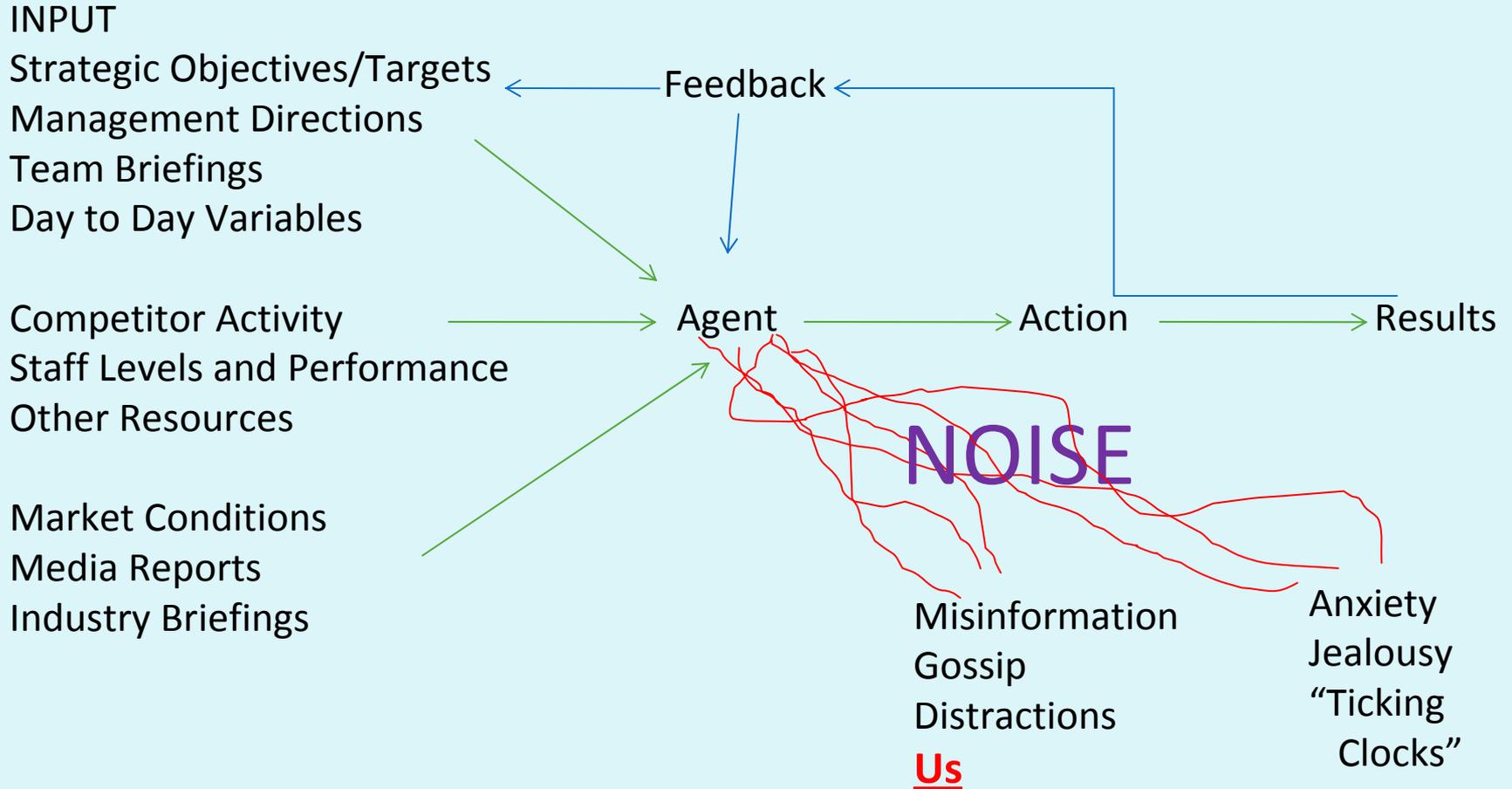


The Naming of Parts...



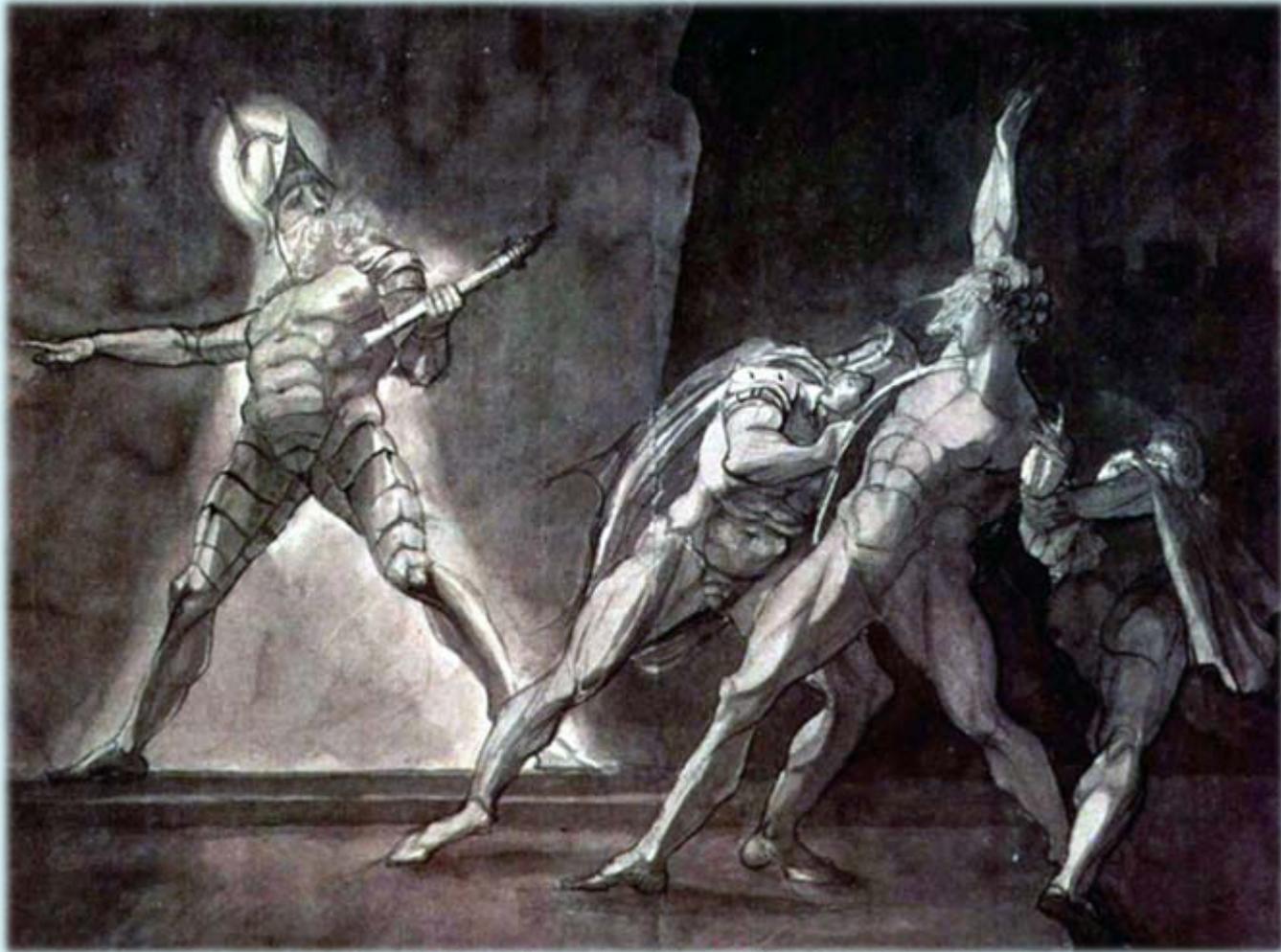


A Question of Noise...





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

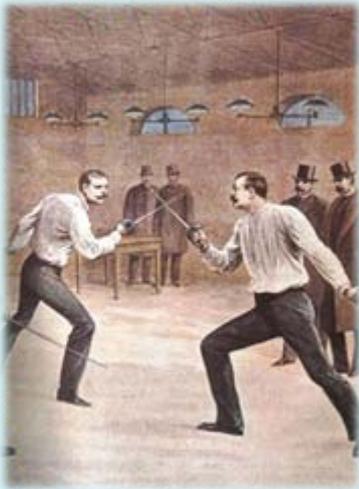


Treasure





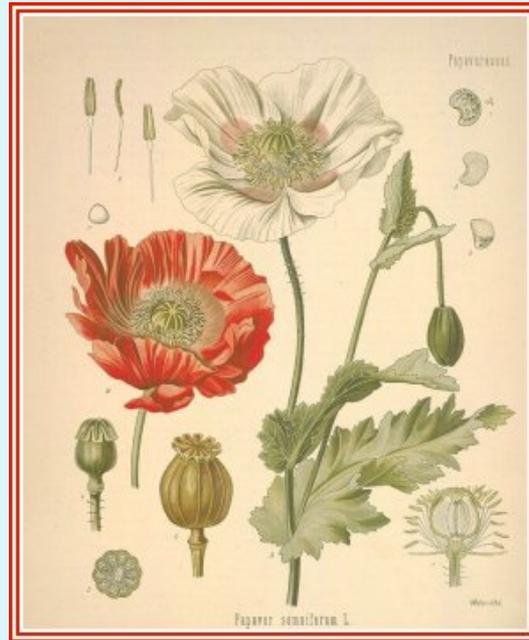
Story --- Two



Challenge



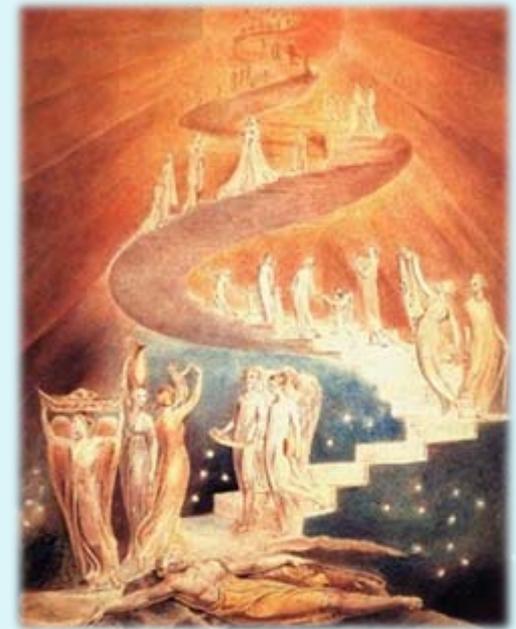
Journey



Temptations



Inertia



Destination





Four Tools



Research



Character



Timing



Cause





Three Rules



Momentum



Reaction

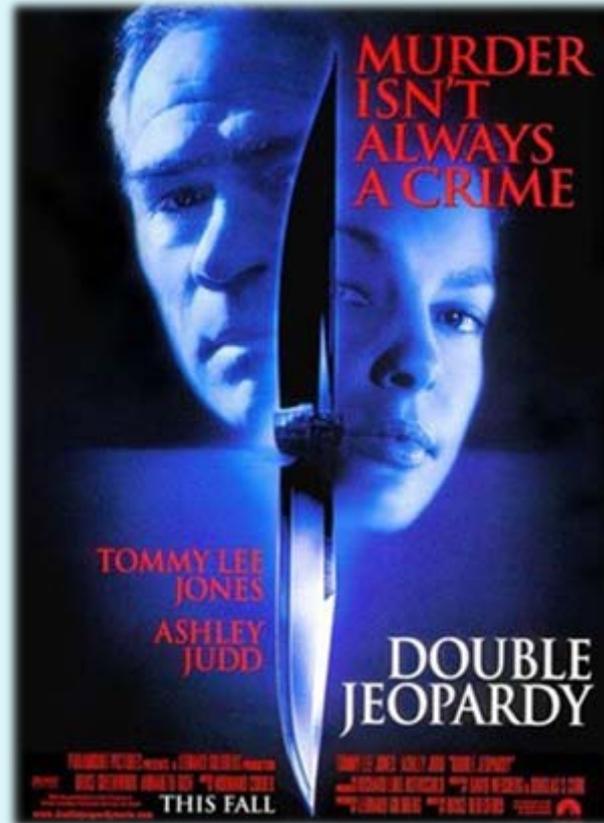


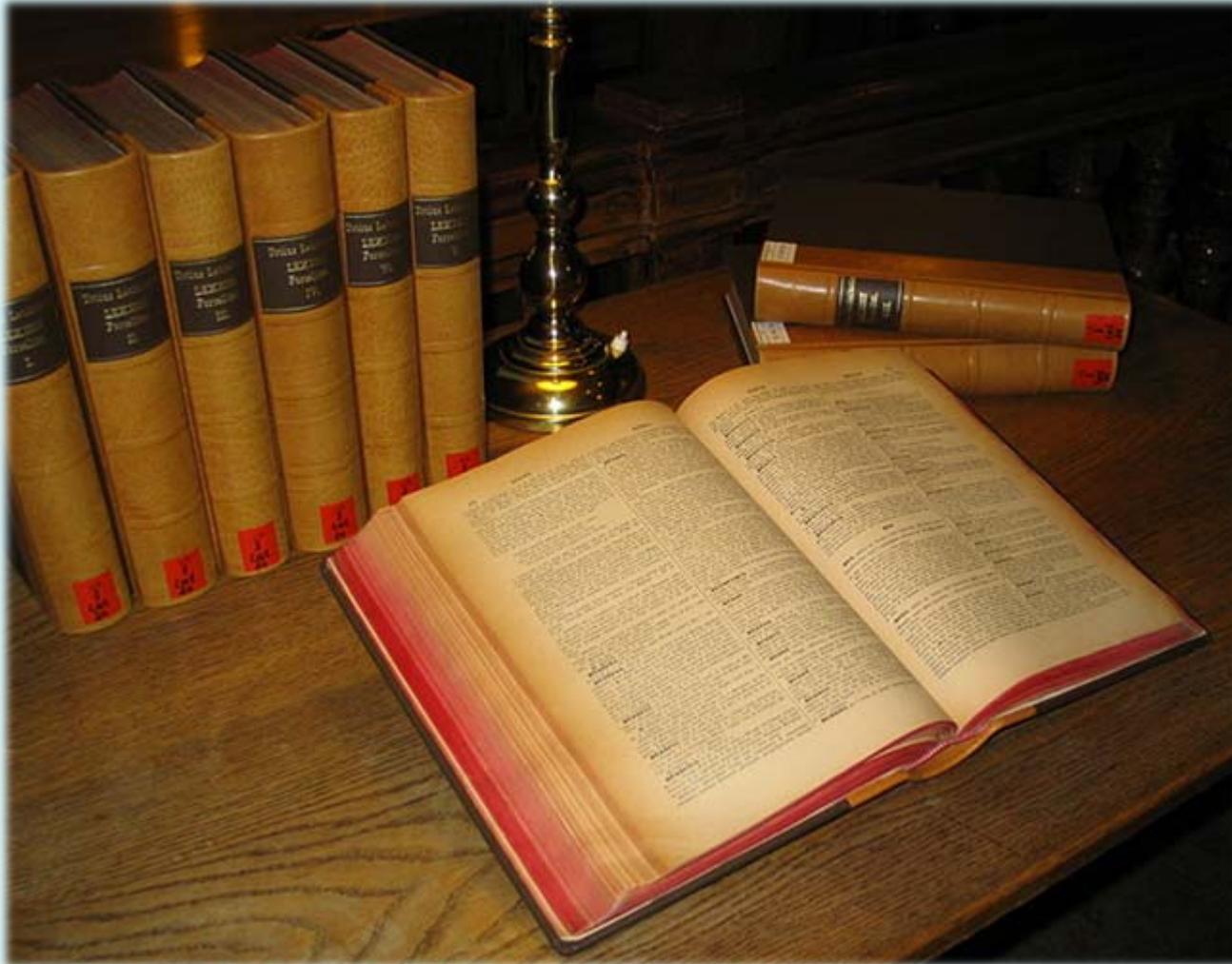
People

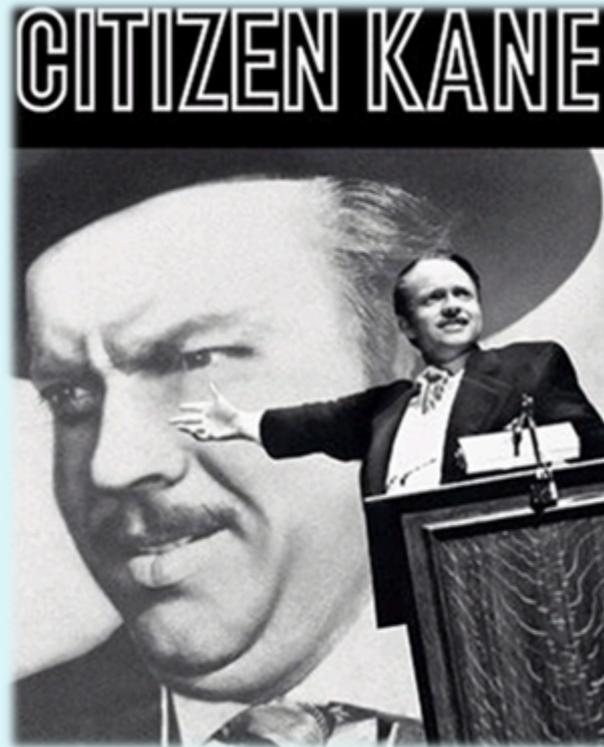




What is the one essential story-factor that corporate communicators almost invariably leave out of their narratives?









“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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