

Get to the Heart of Your Story

One-Day Workshop Intensive

Thursday, July 17, 2008 - 10am-5pm

Please join us for a follow-up learning event to the 2008 HANO Conference.

This one-day workshop will expand on the ideas, tools, and frameworks introduced by the THIRSTY-FISH team. In partnership with HANO and the YWCA of O'ahu, THIRSTY-FISH is returning to Hawaii to lead a one-day workshop for senior leaders of Hawai'i nonprofits.

In this workshop, you will explore the heart of brand storytelling and discover a new vocabulary for activating the passion, understanding, and motivation of your core constituents. This hands-on session will help you uncover the emotion, identity, and self-expression that exist in every brand narrative.

Who Should Attend

This session is designed for individuals with strategic influence and responsibility over an organization's image, reputation, and perception. This includes executive directors, board members, and department heads of membership, development, communications, strategy, advocacy, etc. This workshop is a great opportunity for executive directors and board chairs to explore the strategic story and meta-positioning of the organization.

Unique Structure of the Workshop

This workshop's learning format requires participating organizations to register and send a minimum of two participants from their respective organization (with a limit of six participants). Each organizational "pod" will have the chance to "workshop" their individual brand story and to explore the various narrative threads and competing storylines within their organization. This learning cohort will also be invited to reunite a couple months later on Wed, September 10, for a facilitated post-workshop discussion over a 90 minute lunch.

Experienced Facilitators

This workshop is led by Michael Margolis and Stephanie Jowers-Margolis, both proven social entrepreneurs. Stephanie and Michael each began their careers separately on the front-lines of the nonprofit sector -- co-founding or leading organizations in the areas of environmentalism, public service, human rights, workforce development, and the digital divide. They now have come together to share their passion and lessons learned regarding the process of innovation and organizational change. You can learn more at: www.thirsty-fish.com

Session Format:

- Introduce a new vocabulary for branding and change communications
- Explore how philanthropic causes can be framed for greatest benefit
- Engage in topic through hands-on exercises and discussion
- Examine a range of case study examples and insights
- Receive real-time feedback on your Brand Story dilemmas

You Will Learn:

- Why people care passionately about certain brands and not others
- How brand storytelling can align strategy, culture and communications
- How to engage senior leadership in this critical conversation
- How to assess existing assets and necessary ingredients for your story
- When to gather stories from constituents to inform the process
- Who should be the central character at the heart of your Brand Story
- Where to look for and how to neutralize competing storylines
- What tools and frameworks can jumpstart the change process

Pricing (for two participants of an organization):

	HANO or YWCA Member	Non-Member
Early-Bird (before July 1)	\$450 (2 participants)	\$625 (2 participants)
Regular Registration	\$550 (2 participants)	\$725 (2 participants)
<i>More than 2 participants</i>	<i>\$100 discount per additional pair</i>	<i>\$100 discount per additional pair</i>

Registration details:

- Includes catered lunch, coffee/tea, beverages and snacks
- Folders with extensive handouts, frameworks, tools, and copy of slides
- Free workshop reunion and facilitated lunch discussion – Sept 10

Workshop location:

The workshop will be hosted at the YWCA of O’ahu Laniakea Center on 1040 Richards Street.

For more information call Luana Kuhns at the YWCA of O’ahu (808) 695-2610 or email her at lkuhns@ywcaoahu.org.

A few testimonials:

“The workshop did a great job of articulating complex and nuanced concepts, while giving each of us lots of personal attention.”

- VP of Marketing, Technology-driven Educational Nonprofit

“THIRSTY-FISH really helped me realize the questions our senior management team need to ask ourselves for us to soar in terms of communicate our story powerfully.” – EVP, International Nonprofit for Conflict Resolution

Michael and Stephanie have a great way of breaking down an overwhelming task (determining a compelling Brand Story) into manageable steps.”

- Manager, R&D Innovation Lab, Major Food Manufacturer

“THIRSTY-FISH’s workshop made me reconsider how we are selling ourselves and what we need to think about to make our Brand Story more compelling.”

- EVP, Online Security for Kids

“I would like to take Michael and Stephanie with me back to the office tomorrow, to work with me on integrating this information into our practice.”

- Director of Communications, International Nonprofit

“The ‘tooling’ to support developing the Brand Story was really invaluable. Thank you! I got a good road map to discover the meaning and essence of our parent brand.”

- Head of Business Development, International Clothier

“I loved the working exercises and real-time feedback. When are you two going to write a book based on these concepts?”

- Head of Global Network, International Microfinance Nonprofit

“Thought provoking and insightful. The workshop helped me to think about crafting our story with more structure and clarity. I’m looking forward to sharing this with the team back at the office.”

- VP of Marketing, Online Gaming Community

