

Together, we will address inequality & empower **EVERYONE** to be active in a way that works for them

Maximising the potential of walking • Considering the impact on climate change • Addressing inequalities created by Covid-19

Enabling children & young people to have positive experiences of being active **THROUGHOUT THEIR CHILDHOOD**

Creating accessible, safe, & inclusive places & environments for physical activity

Maximising the potential of physical activity to improve physical and mental health

Working with people & communities who experience the greatest inequality

Creating a culture where everyone can be active & **MOVE MORE**

HOW?

GROWING OUR UNDERSTANDING OF PEOPLE AND COMMUNITIES
by working closely with lived experience and listening to resident voices

WORKING COLLABORATIVELY
across and between partners and sectors

SUPPORTING AND DEVELOPING PEOPLE
who can lead and influence others to move more

TARGETING AND ALIGNING INVESTMENT
to where it's most needed


ADVOCATING FOR AND INFLUENCING
policy and practice

FOCUS ON LEARNING AND ADAPTING,
understanding what works and applying it to our work




Our shared aims:

1. **CREATING A CULTURE** where everyone can be active and move more.
2. Enabling **CHILDREN AND YOUNG PEOPLE** to have positive experiences of being active throughout their childhood.
3. Working with **PEOPLE AND COMMUNITIES** who experience the **GREATEST INEQUALITY**.
4. Maximising the potential of physical activity to improve **PHYSICAL AND MENTAL HEALTH**.
5. Creating **ACCESSIBLE, SAFE, and INCLUSIVE PLACES AND ENVIRONMENTS** for physical activity.



In addition to the imbalances and inequalities of Covid-19, there are two themes that cross through all of the aims - the **POTENTIAL OF WALKING** in a way that's accessible to everyone and **OUR CARBON FOOTPRINT AND IMPACT ON THE ENVIRONMENT**. These considerations feed into almost all of our aims and actions.



Our united approach

This is a systems-based, collaborative approach with everyone leading and participating together. Partners and communities uniting around a shared vision and adopting shared outcomes so that we are aligned and working towards the same things. The power of our collective work is in the sum of the parts, including integrated health and care, voluntary and community organisations, young people services and education, wellbeing, sport, leisure, transport, housing, environment, community safety and planning, to name but a few.

At the heart of this united approach is people and communities 'owning' the change they're trying to create by being involved and feeling empowered. Everyone and every place is different, and it's important to understand and appreciate individual and local circumstances that influence people and communities to be active.

How we work to achieve this is key. We're learning that it will take a commitment to:

GROWING OUR INSIGHT AND UNDERSTANDING OF PEOPLE AND COMMUNITIES by working closely with lived experience and listening carefully to resident voices.

SUPPORTING AND DEVELOPING PEOPLE who can lead and influence others to move more.

WORKING COLLABORATIVELY across and between partners and sectors.

FOCUSING ON LEARNING AND ADAPTING, understanding what works as well as what doesn't and applying it to our work on an ongoing basis.

ADVOCATING FOR AND INFLUENCING policy and practice.

TARGETING AND ALIGNING INVESTMENT to where it's most needed.

We've already started our journey towards a united approach, and are already growing the movement. And while we're not starting from scratch, we do recognise that there are ways we can better come together and unite to encourage physical activity in Nottinghamshire and Derbyshire.



Active Partners Trust Systems Leadership Workshops:

Workshop 6: How can I influence? Storytelling and Public Narrative

Thursday 22nd June 2023, 1.00 pm – 4.00 pm

Debbie Sorkin

National Director of Systems Leadership, The Leadership Centre

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Outline for this afternoon

- 1.00 pm:** Welcome and introduction to the session
- 1.10 pm:** Developing our common understanding: online Randomised Coffee Trial
- 1.25 pm:** Quick recap on what it means to work in a system/complexity; systems leadership and behaviours that lead to change; identifying who's in our systems and using framing and reframing to change thinking and action: *Brief presentation, reflections in plenary*
- 1.45 pm:** Introduction to Public Narrative: using Public Narrative to influence other people, especially when you don't have power or positional authority: *Presentation and initial discussion/Q&A*
- 2.25 pm:** Starting your own Public Narrative: what's an issue about which you want people to join with you in action? *Individual reflection, then conversation in pairs/threes*
- 2.50 pm:** Getting a cup of tea, then practising Public Narrative and making a start: Story of Self: writing and telling your own Story of Self for people you want to influence: *Individual work, then conversation in pairs/threes*
- 3.20 pm:** Reflections on Public Narrative: what's it like to tell our Stories of Self?
- 3.45 – 4.00 pm:** Summing up the sessions, next steps (including evaluation) and close

Ways of working

- **Presence:** Really listening to each other; checking for meaning; asking questions to understand; giving people time
- **Attention:** Does your email really need you? Will your phone miss you if it's switched off for a bit?
- **Curiosity:** Retaining an open and curious mind; being open to questioning
- **Chatham:** What's in the room stays in the room
- **Engaging:** Being honest with each other; supporting each other; making new connections
- **Respect:** Listening; contributing; modelling how we want to be treated

Developing our common understanding by getting to know each other: Randomised Coffee Trial

Sometimes the most unexpected conversations are the most fruitful

We're starting with another go at enabling you to get to know each other, so that you can make the most of the skills and experience in the virtual room.

We're going to put you in pairs or threes.

Have a conversation:

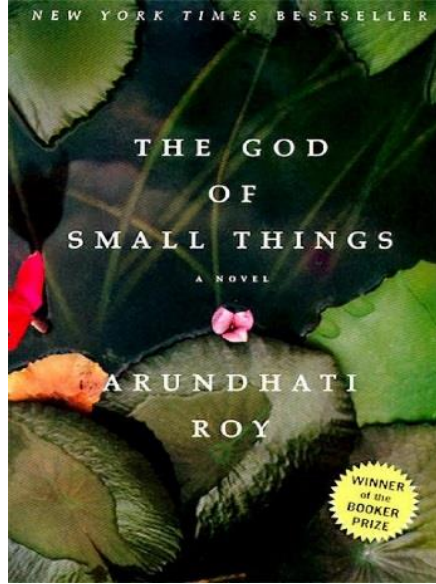
- Introductions - who you are, where you're from
- What you're hoping for from today
- What you've taken from the programme
- Something about you: one fashion faux pas

We will have one round of this for 10 minutes, so you have 3-5 minutes each.

What are you noticing? Who do you want to have a longer chat with? Any surprises?



Quick recap: the systems leadership story so far



Manage closely

'Intolerable' NHS crisis to continue until April, health leaders warn

Ministers urged to recall parliament amid warnings patients are dying needlessly due to inaction



More than a dozen NHS trusts and ambulance services have declared critical incidents in recent days, with an overstretched workforce. Photograph: Christopher Furlong/Getty Images

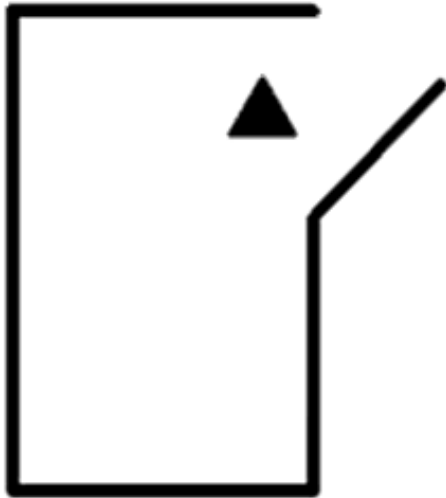
The crisis engulfing the NHS will continue until Easter, health leaders have warned, as senior doctors accused ministers of letting patients die needlessly through inaction.



Introduction to Storytelling and Public Narrative

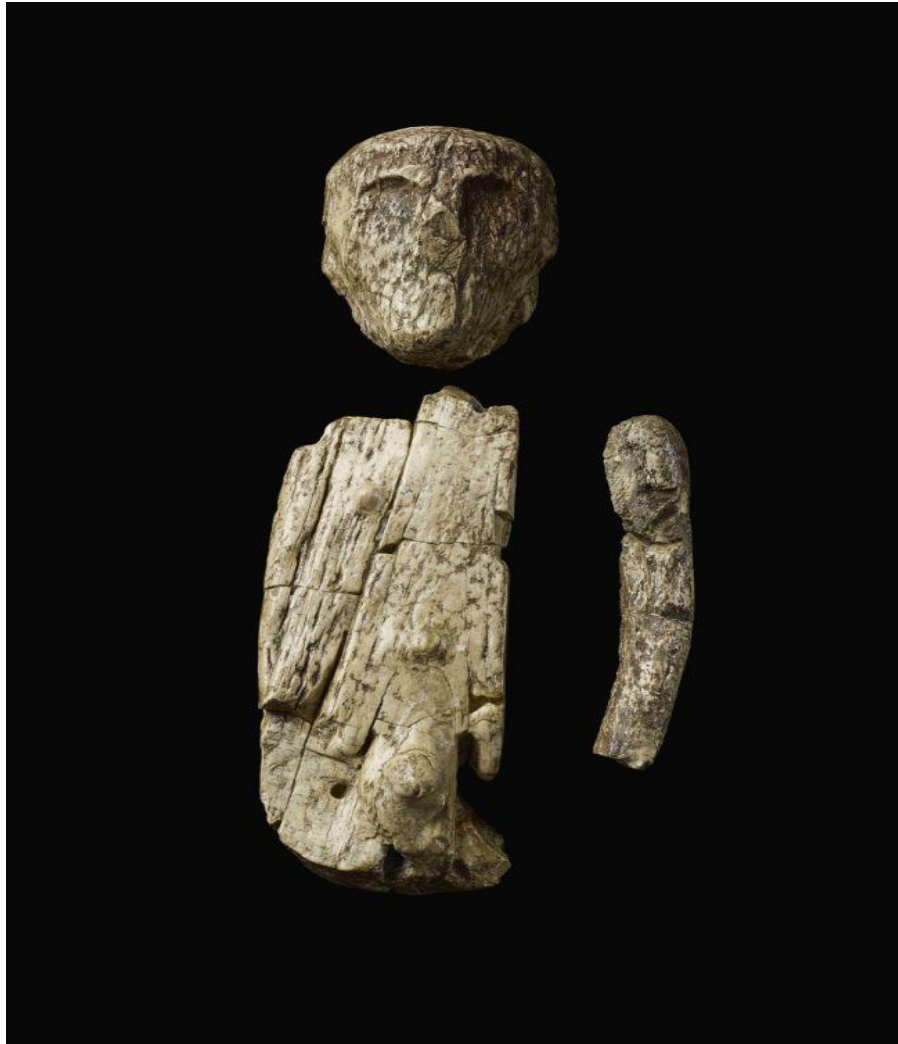


What's happening here?



Heider & Simmel - see <http://vimeo.com/48908599>

We've been telling stories for a long time



The oldest known puppet or doll.

Sculpted from mammoth ivory, discovered in burial in Brno, Czechia, 1891.

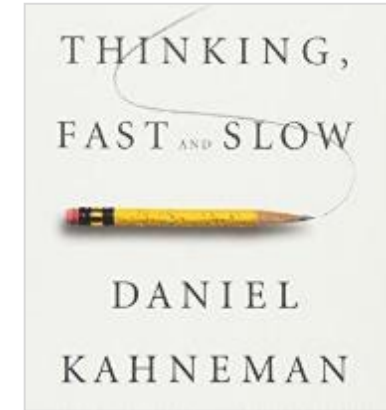
The head and arms fitted into the body on pegs, so that they could be moved into different positions.

From *“Ice Age Art: arrival of the modern mind”*. British Museum, 2013

Stories for a purpose: Public Narrative



Professor Marshall Ganz, Harvard Kennedy School



“No-one ever made a decision because of a number. They need a story.”

Daniel Kahneman, *Thinking Fast and Slow*

Public Narrative - stories with a purpose – is part of your leadership role

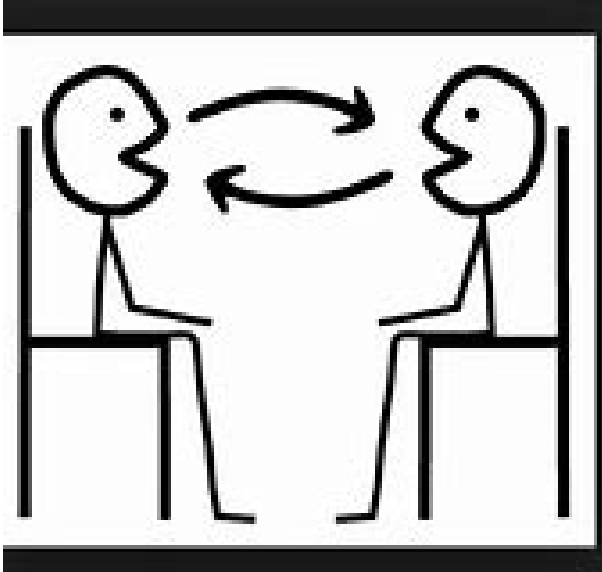
Leadership is taking responsibility for **enabling** others to achieve **shared purpose** in the face of uncertainty

Public narrative is a **leadership art** through which we translate **values** into **action**, engaging heart, head and hands.

Professor Marshall Ganz, Harvard Kennedy School

What Public Narrative is.... and is not

Public Narrative **is....**



A **skill** to motivate others....
.... to **join** you in **action**

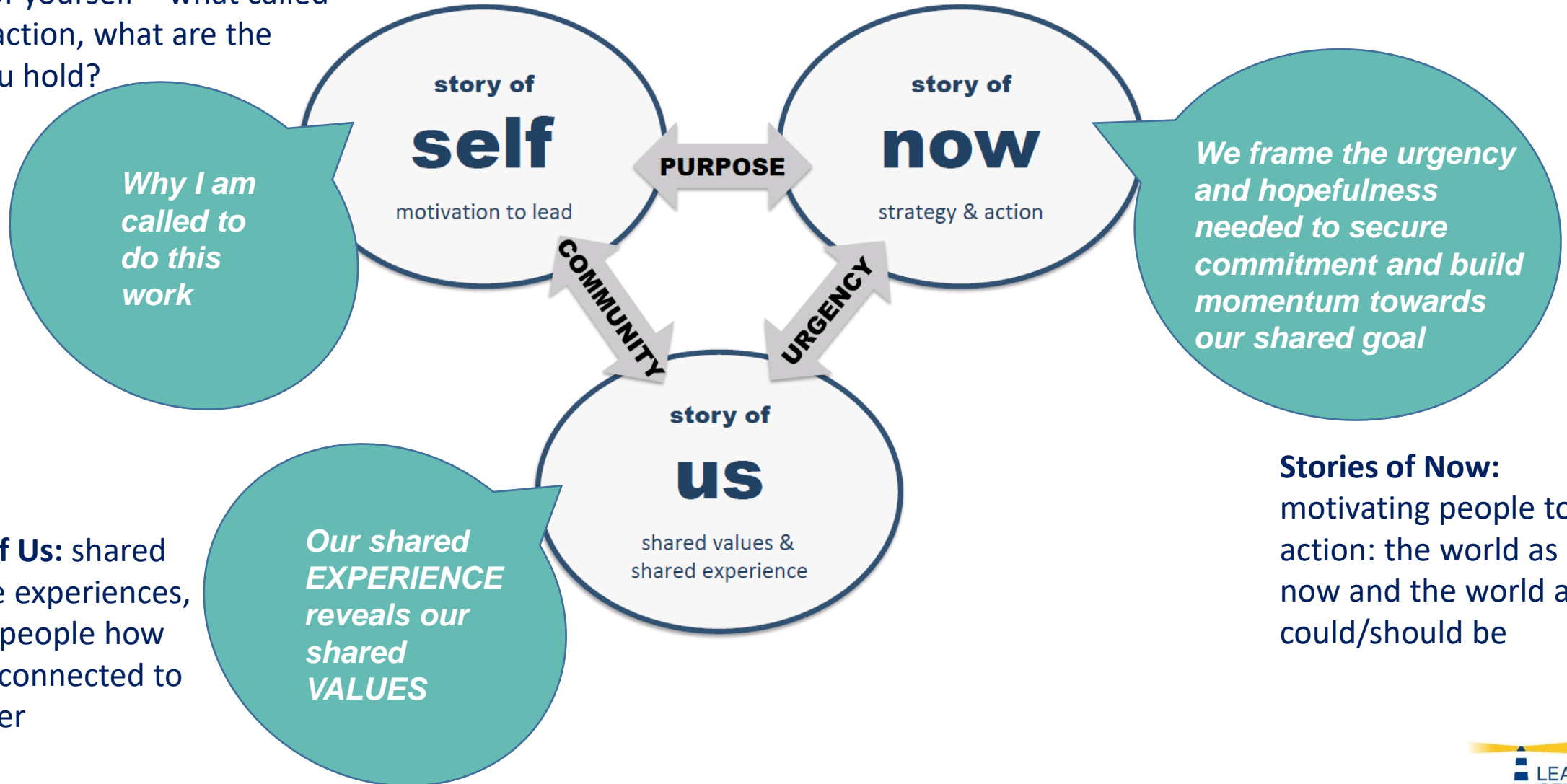
Public Narrative **is not....**



A **script** or a **performance**

The three components of Public Narrative

Stories of Self: giving a public account of yourself – what called you into action, what are the values you hold?



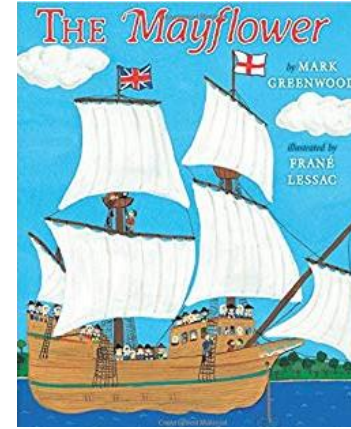
Stories of Us: shared collective experiences, showing people how they are connected to each other

Stories of Now: motivating people to action: the world as it is now and the world as it could/should be

Public Narrative in practice: What you need for a good story

Character:

Facing a challenge and a choice



Advance:

Plot, action, urgency



Sensation:

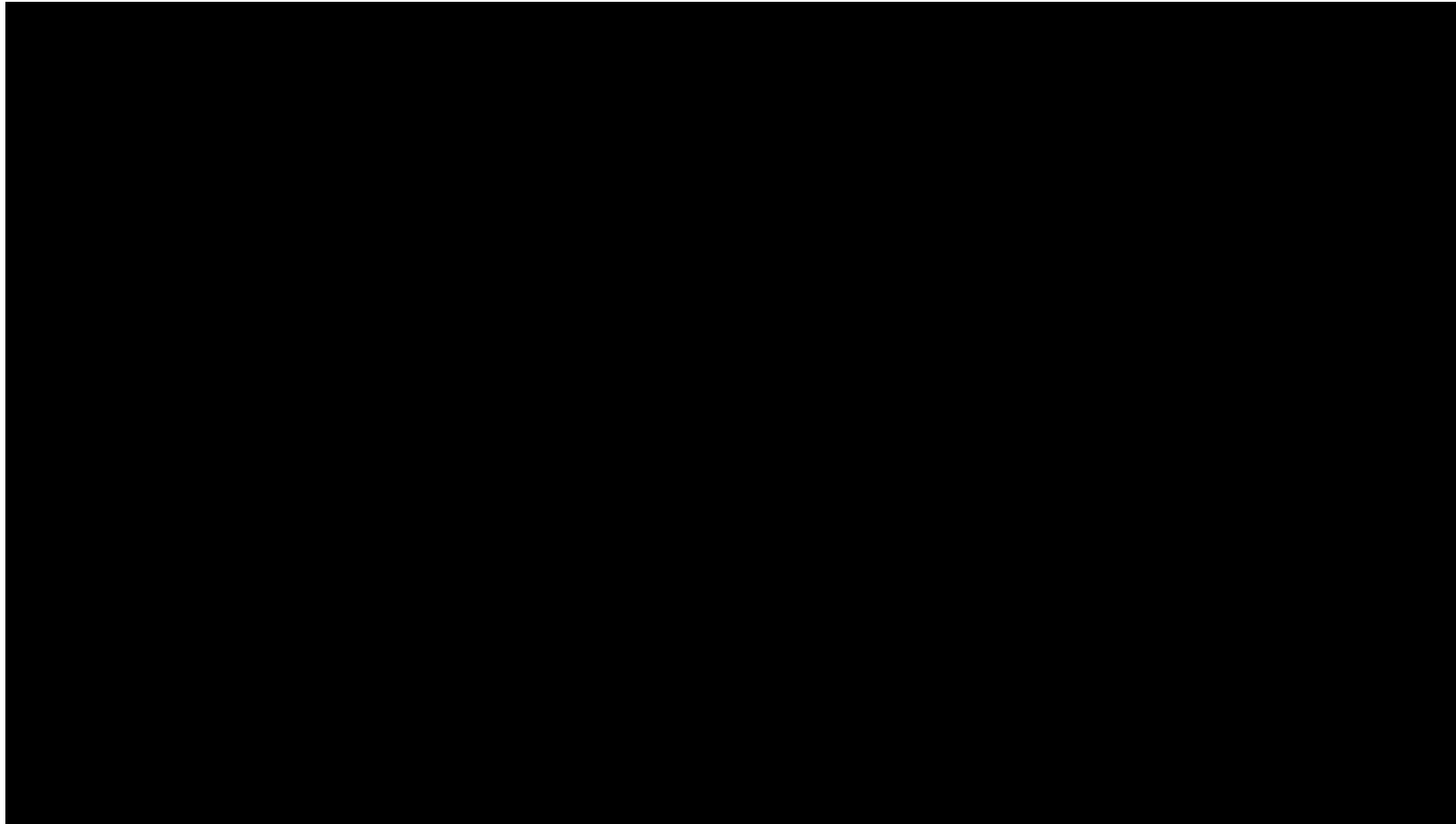
Details, images, senses, pictures



The key thing is to have a go, and to practise.

And to learn from others:

Arnold Schwarzenegger on the storming of the Capitol, January 2021



https://www.youtube.com/watch?edufilter=NULL&feature=emb_logo&v=x_P-0I6sAck

BREAKOUT ROOMS: PREPARATION EXERCISE

Being clear about your purpose is the starting point in developing a public narrative.



Individual reflection,
then conversation in
pairs/threes:

What's an issue you want to mobilise people around?

What's the small, practical change you want to see?

What makes it urgent?

Please refer back to your Rich Pictures or thinking around Reframing if that would be helpful.

BREAKOUT ROOMS



Character:

Facing a challenge and a choice

Advance:

Plot, action, urgency

Sensation:

Details, images, senses, pictures

Getting a cup of tea, individual work, then conversation in pairs/threes:

Developing and practising story of self as a first step for reaching the people you want to influence

Get a cup of tea, and then write a 2-minute Story of Self, based on your issue.

Tell each other your story of self – get feedback on what else you could do to improve it. Then tell it again.

Reflections in plenary: what's it like to tell our stories of self?



Summing up. So, where do you start?



- Get a coalition of the willing together
- Work on your Common Purpose first of all: **Empathy Mapping**
- What actions/fail-safe experiments/metrics/narratives can we hang off this?
- What's the lie of the land? **Rich Pictures**
- Who do we want to build relationships/trust with, or get to join with us in action? Who can help us lead? Who are our allies/competitors/opposition? **Actor Mapping**
- How do they currently see us (and vice-versa)? **Reframing**
- What are our (public) narratives? How can we adapt them for different audiences? **Public Narratives**



Coming up.....

Right now: Evaluation - <https://makingourmove.org.uk/systems-leadership-feedback-2/>

Afterwards: Reflection group and watch out for the WhatsApp!

Active Partners Trust Systems Leadership Workshops, January – June 2023



Thank you for being here.



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