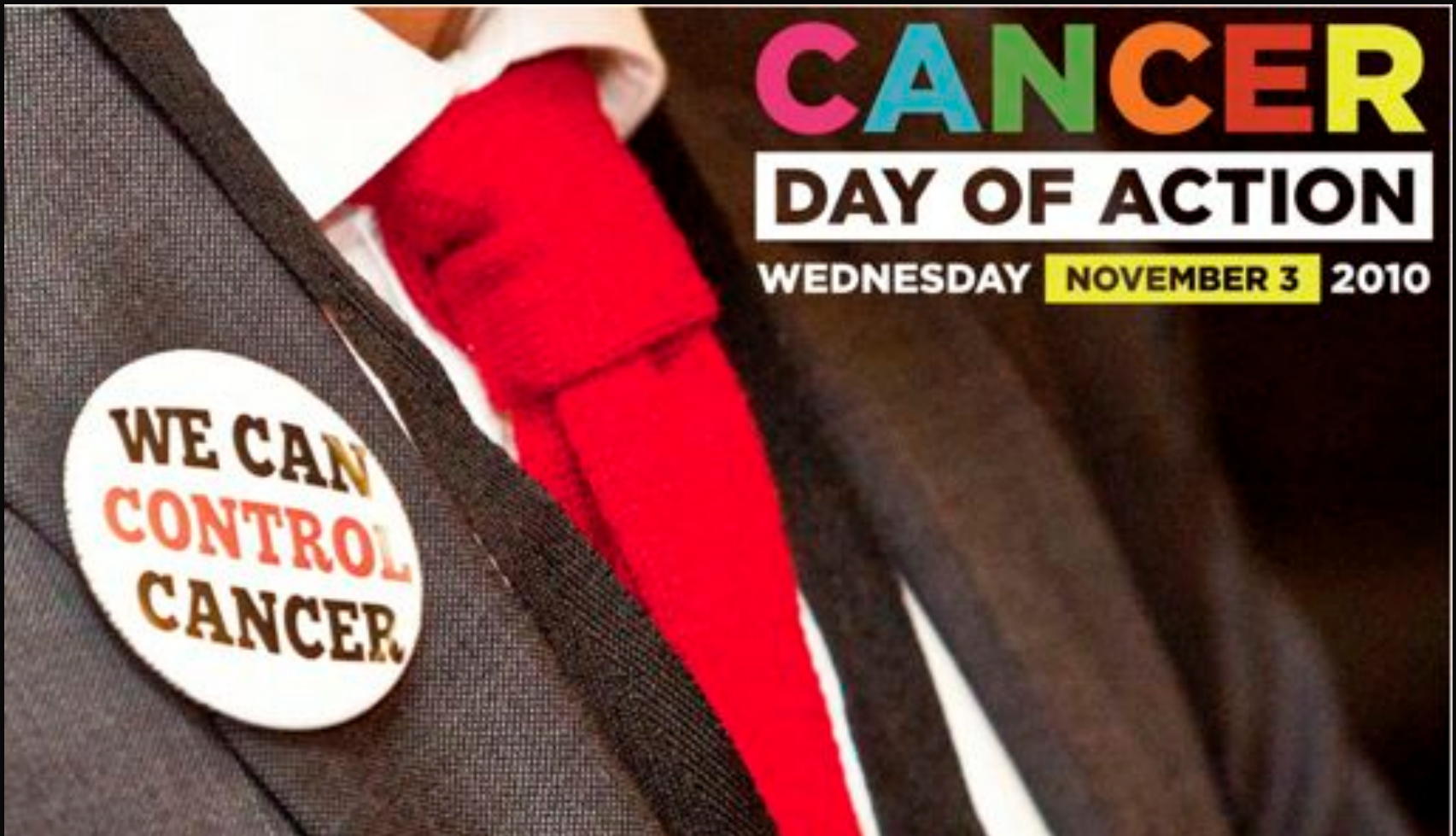


# Connecting for Global Impact – Fostering a Culture of Advocacy



# Lesson #1: Who you are.



If you knew what we know about cancer, it would only make you angry. So we're telling you.

If you knew what we know about cancer, it would only make you angry. So we're telling you.

Small, dense text block in the bottom left column of the advertisement.

Small, dense text block in the bottom middle column of the advertisement.

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# Lesson #2: What you stand for.





# Lesson #3: Every performance matters.



# Steve Denning - fostering change

- ✓ **Do** have a clear vision & promote with storytelling
- ✓ **Do** identify & drive responsibility to stakeholders
- ✓ **Do** quickly put in place systems that support vision
- ✓ **Do** reinforce radical transparency and improvement
- ✓ **Do** communicate in stories and not command

# Culture & storytelling

- Storytelling is a way for leaders to embody the change they seek.
- Leaders establish credibility and authenticity through telling the stories that they are living.
- When leaders believe deeply in them, their stories resonate, generating followers, creativity, interaction and transformation.

# Building Culture & Performance:

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*High performance cultures share six characteristics*

- ✓ Adaptable
- ✓ Vision-guided
- ✓ Values-driven
- ✓ Relationship-focused
- ✓ Resilient
- ✓ Low Cultural Entropy



# Summary: Building Culture

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- ✓ Empower people to decide and act
- ✓ Establish meaningful core values
- ✓ Cultivate transparency, openness and trust
- ✓ Be a performance-driven culture
- ✓ Use story-telling to create a shared community

# Storytelling & Meaning



*What advocacy efforts might have high-impact at the next WCC in Melbourne?*

