



impact
PEOPLE
BUILD A BETTER WORLD

A MENTORING & GROUP
COACHING PROGRAM

A partnership initiative —SandyMcDonald.com & Moral Fairground

Prospectus
2021

Three discreet courses:
CLARITY WORKS
CHANGING STORIES
STORY AT WORK

Designed for:
IMPACT BUSINESS FOUNDERS
SOCIAL ENTERPRISE START-UPS
THOUGHT LEADERS
& CHANGEMAKERS

IS THIS YOU?

If you can't tell the story, you can't attract those who will support the impact you want to make—your followers, clients, partners, and investors.

You're a thought leader, a social, ethical enterprise, or impact business founder in a start up, or emerging business or a not for profit professional. You solve issues that impact beneficially on others.

After decades of working with impactful people like you, we've observed one, or all, of these issues:

Agitated passion

Your intersection of expertise, experience, and worldviews is always unique and fascinating, but you often express agitated passion. We've seen tears of deep yearning etched with frustration, impatience, and uncertainty—a potent mix of emotions.

Hardly surprising. Creativity and innovation can breed the unexpected.

You're in a fog

You can muster massive value, but juggle too much to clearly articulate your purpose and principles.

You're not always clear on who your people wanting to help too many across too broad a spectrum.

As a result your offering isn't always designed to meet their specific needs.

You haven't identified the stories, or know how to tell them, to carry your messages to the ears of your people.

Unable to articulate your stories, you can't always attract and retain the attention of those you most need to come aboard—those you most wish to serve.

There's the excitement of starting up or building your business or cause, mixed in with the frustration of a competing to-do list, and no time.

You're caught in a vortex of ideas and suffer from multiple possibility disorder, offering too much in too many variations to different markets.

You're not telling the story

Clear and compelling communication is lost in this tumult of passion and overwhelm.

When you most need it, you're abandoned by your ability to otherwise communicate clearly. Your stories are lost or jumbled.

Agitation obscures clarity.

Gaining clarity

Hauling clarity back into a safe environment in which creativity can flourish and innovation thrives is a collaborative process.

It relies on curiosity to ask the right, but not always obvious questions.

It needs deep listening for the clues in your answers that will point to this elusive quality.

Clarity shifts people from agitated passion to focused determination. It stops the spin and takes the noise out of your head.

Telling the right stories

The best stories point to your purpose, people, product and positioning, and the key messages that dictate the contextualized, purpose-led stories you can tell to do your work toward a better world.

WHAT'S THE SOLUTION?



The models



A three course program

Three discreet courses, *Clarity Works*, *Changing Stories*, and *Story at Work* introduce you to the frameworks and practises required to powerfully communicate your impact across the right offer to the right people, and to prompt action.

COURSE 1: CLARITY WORKS

Over seven consecutive weekly 90 minute sessions, this intimate program explores the core foundational business skills to gain clarity across *The Pillar Platform*—purpose principles, people, product, positioning and partnership—in order to create a crystal clear value proposition and propel compelling story-based business communication.

Who is it suited for?

Founders of impact business and social enterprises starting up, or who have started, but are still resolving their market and product offerings.

COURSE 2: CHANGING STORIES

Three intense storytelling masterclasses over consecutive weeks, introducing a storytelling model to learn the art and craft of storytelling. The training includes access to over two hours of video pre training material and workbooks on the context for storytelling.

Who is it suited for?

Any not for profit professional or impact founder entrepreneur involved in change-making who wishes to learn the craft of storytelling to dramatically improve their communication.

COURSE 3: STORY AT WORK

Over four consecutive weeks, participants develop and craft a contextualized, story-based founder story or keynote to communicate the key messages for the business, and an extrapolated pitch culminating in a three minute presentation.

Who is it suited for?

Any not for profit professional or impact founder entrepreneur involved in change-making who wishes to learn or improve on how to craft and present a compelling, story-based presentation, keynote, talk or pitch.

Delivery

During all three programs, you are encouraged to share stories to embrace and embed a culture of storytelling.

Telling stories can be a vulnerable experience. It requires you to reveal something of yourself, personally and professionally.

All the coaching, mentoring, and training is facilitated in a calm and empathetic but energetic and engaged environment.

The training uses storytelling to demonstrate:

1. The context for good storytelling
2. How to use personal story to deliver impactful key messages
3. Concepts for compelling communication
4. When and how to tell transactional stories
5. The craft of storytelling— language and structure.

With *Moments of Truth*, comes the opportunity for you to present your problem for collective input.

Throughout we explore the challenges of becoming a thought leader, building community, and effecting change, while running a sustainable business.

Outcomes

COURSE 1: CLARITY WORKS

- Clarity on an articulated business purpose and identified principles—why you do what you do for whom
- How storytelling can be aligned to it to deliver on its promise, and brand integrity
- A deeper understanding of your people
- Focus on the single best solution to resolve a real need
- Clarity on what is being positioned, the expert, the organization or the industry niche
- A model that encapsulates your business together with a one-page value proposition, content strategy, and story map.
- Pointers toward developing fruitful partnerships.

COURSE 2: CHANGING STORIES

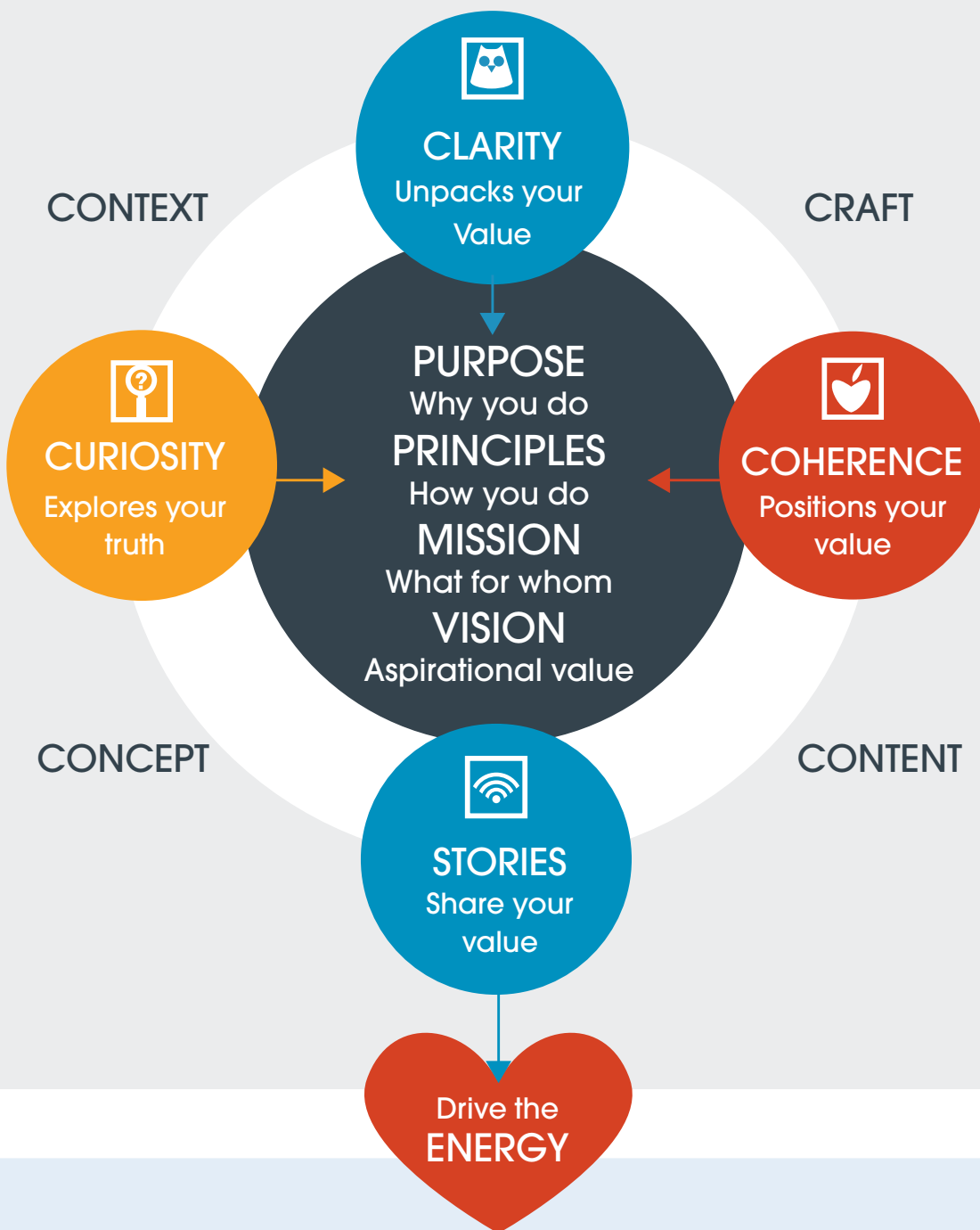
A framework to define the structure and content for purpose-driven storytelling. The tools to unearth and archive relevant stories for your audience, and to:

- Understand the intention for any one story
- Examine your personal value and expertise to unearth your stories
- Forensically explore your audience to ensure storytelling is relevant and supportive of their needs
- Demonstrate transactional storytelling

COURSE 3: STORY AT WORK

A well crafted keynote or talk and pitch structure from which to:

- Create ongoing compelling communications
- Gather a compendium of relevant insights and stories
- Deliver a presentation that connects, engages, and prompts action.



OUTCOMES

CONNECT & ENGAGE

EMBED CULTURE

SERVE & SELL

DO GOOD

COURSE 1: CLARITY WORKS—\$775+GST

<p>CLARITY</p> <ul style="list-style-type: none"> • What matters to you short, medium, long term? • What's your purpose? • Define your principles • What are your values? • What is your unique value? • What's your exit? 						<p>CURIOSITY</p> <ul style="list-style-type: none"> • What's your truth? • What are your opportunities? • What are your challenges? • What's your best work, why? • Who are your people? Why? • What are their problems, issues? • What mistakes do they make? 						<p>COHERENCE</p> <ul style="list-style-type: none"> • What are you positioning? • What's your promise? • What platforms and why? • What's your best domain? • What are your key messages? • How to organise your value? • Your 20 week campaign 					
<p>WEEK 1&2 Deep dive PURPOSE & PRINCIPLES</p>		<p>WEEK 3 Moment of truth PURPOSE & PRINCIPLES</p>		<p>WEEK 4 Deep dive PEOPLE & PRODUCT</p>		<p>WEEK 5 Deep dive POSITIONING & PROFILE</p>		<p>WEEK 6 Modelling PROPOSITION</p>		<p>WEEK 7 VALUE PROPOSITION ON A PAGE</p>							

COURSE 2: CHANGING STORIES—\$365+GST

<p>MASTERCLASS 1</p> <p>Story context & collection</p> <ul style="list-style-type: none"> • Context for storytelling • Organising your stories • Story trail and theme • The story arc • Vignettes, loops, threads • Collecting founder stories 			<p>MASTERCLASS 2</p> <p>Structure, language, craft</p> <ul style="list-style-type: none"> • Organising content • A powerful opener • Truth in language • Rhythm & cadence • Deconstructing your stories • Editing 			<p>MASTERCLASS 3</p> <p>Transactional storytelling</p> <p>How do you frame your stories for your stakeholders? Who are the people who love what you do and will advocate for you? Who are the partners who have the ear of these people? Employing intention to engage them.</p>		
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COURSE 3: STORY AT WORK—\$445+GST

<p>FOUNDER STORY OR KEYNOTE</p> <p>Based on the prework for this course, collate and develop a 10 minute founder story/keynote to an insight and story-based skeleton structure.</p> <p>Identify the key messages and the idea worth sharing; research the insights that lend credibility and authority to the presentation; select and craft the relevant stories; develop the content so it flows, write, refine and polish it. Practise and perform it.</p>			<p>VIDEO PITCH</p> <p>Learn how to extract and edit from the presentation a three minute pitch to use as a video script, pitch deck, and in other applications.</p> <p>Performance techniques and tips to deliver both story and script.</p>			<p>PERFORMANCE</p> <p>Perform a 10 minute talk to the group and to receive their orward feedback.</p> <p>We finish with a free ranging review about the course, and your next steps.</p>		
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Program 1 START DATES

	Wk	Activity	Date	Duration	Time
Course 1: CLARITY WORKS —March 4	1	Deep dive—PURPOSE & PRINCIPLES	Thur Mar 4 2021	90 minutes	10.30am
	2	Deep dive—PURPOSE & PRINCIPLES	Thur Mar 11 2021	90 minutes	10.30am
	3	Moment of truth—PURPOSE & PRINCIPLES	Thur Mar 18 2021	2 hours	10.30am
	4	Deep dive—PEOPLE & PRODUCT	Thur Mar 25 2021	90 minutes	10.30am
	5	Deep dive—POSITIONING & PROFILE	Thur April 1 2021	90 minutes	10.30am
	6	Modelling—MODELLING PROPOSITION	Thur April 8 2021	90 minutes	10.30am
	7	VALUE PROPOSITION—on a page	Thur April 15 2021	90 minutes	10.30am
Course 2: CHANGING STORIES—April 29	1	MASTERCLASS 1: Story context & collection	Thur April 29 2021	90 minutes	10.30am
	2	MASTERCLASS 2: Structure, language, craft	Thur May 6 2021	90 minutes	10.30am
	3	MASTERCLASS 3: Transactional storytelling	Thur May 13 2021	90 minutes	10.30am
Course 3: STORY AT WORK —June 3	1	DEVELOPING PRESENTATION	Thur June 3 2021	90 minutes	10.30am
	2	REFINING PRESENTATION	Thur June 10 2021	90 minutes	10.30am
	3	EXTRACTED TALK OR VIDEO PITCH	Thur June 17 2021	90 minutes	10.30am
	3	PERFORMANCE & REVIEW	Thur June 24 2021	90 minutes	10.30am

INVESTMENT

CLARITY WORKS—\$775+GST, CHANGING STORIES —\$365+GST, STORY AT WORK \$445+GST
There is no obligation to do all three courses. If you chose to, we offer a discounted price of \$1400+GST for the three courses combined. Humanitix has Afterpay options.

ONE ON ONE COACHING

When required additional one on one coaching is available throughout the program | at a discounted investment of \$195 for 90 minutes.

SECURE YOUR PLACE

The program has limited capacity. To book your place contact: sandy@sandymcdonald.com or susanna@moralfairground.com.au

REGISTER INTEREST

Register your interest by email or book no later than February 28, 2021

WHAT OTHERS SAY ABOUT YOUR FACILITATOR

Before I joined the *Changing Stories membership program*, I knew what I was doing in my business, but couldn't clearly articulate WHY I was doing it. Being able to explore the principles and purpose underpinning my work in a safe, supportive space has been like finding hidden treasure. It was there all along, I just couldn't see it! Sandy embodies thoughtful consideration, gently challenging assumptions and always seeking clarity. It is an honour to work with her. I can see the benefits of applying my new-found understandings to my messaging, to the clarity of the stories I share and to the structure of the book I am writing. If I am Luke Skywalker in this Hero's Journey, then Sandy most certainly is Yoda! **ELIZABETH DIACOS, CAREER TRANSITION COACHING FOR EDUCATORS**

I took part in an online course, *Changing Stories*, and not only really enjoyed it, but found it of great value – both personally and professionally. Through excellently delivered videos, online group discussions and exercises, Sandy gave us an understanding of the science of storytelling and why story is so powerful as a means of communicating clearly and coherently to build trust, understanding, collaboration and, ultimately, to bring about change. As a group we explored our 'Why', our purpose, and learnt to craft compelling stories to communicate our messages, values and experience. We learnt to mine our lives for the stories that have shaped us. My antennae are finely tuned to story: now I'm hearing stories everywhere. Never has there been a better time to explore story as a means of achieving positive change. Highly recommended. **CHARLOTTE FRANCIS, GRANTWRITER**

Sandy is someone you want to have in your corner when searching for that elusive CLARITY! Sandy coached me over a three month period to help me cut through the fog of my ideas and pin down the ones that contributed the most to my mission to bring Impact Spending to the world. She pushed me hard but always with great compassion and I left every session feeling energised and with a list of actionable insights. Sandy's experience as a speaker was also hugely beneficial in helping me script and prepare for an important keynote opportunity to share my message. **MATT PERFECT, FOUNDER, IMPACT SPENDING**

My eyes have been opened to the under-recognised power of story to influence and excite. It has changed the way I communicate through all means, whether this be in patient interactions, teaching, presentations, social media or grant applications. Story power is a tool that can deeply enrich understanding and empower change; quite possibly my secret key to success! **DR ADA CHEUNG, THE UNIVERSITY OF MELBOURNE**



Sandy McDonald

Sandy is an author, TEDx speaker, trainer, and storytelling communication coach.

She has trained and coached hundreds of business owners, professionals, and academics to bring clarity and light into their complex communication world, and affect transformation through purpose-driven contextualised storytelling.

She is the founder of *SandyMcDonald.com* and Australian charity, *CreateCare Global*.

After 32 years running successful marketing communication companies, she used purposeful storytelling to start a global community that has worked for 12 years to support orphaned and vulnerable children.

She believes that stories told coherently from clarity of purpose and principles act as a conduit to curiosity and truth seeking, fuelling the energy to enrich, transform and save lives. Her book, *Clans, Supercharge your business*, details how.



SandyMcDonald

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ABOUT OUR PARTNERSHIP

Moral Fairground

Moral Fairground's dream is to help make our world a fairer and more transparent place.

Their goal is to provide knowledge so consumers can make informed choices toward a positive impact on our world.

They encourage us to support ethical trade and products, and to inspire others to make a stand for a fairer and more ethical future.

Moral Fairground's purpose is to raise awareness and promote Fair Trade and Ethical Business in Australia.

They achieve this through:

- Promotion, education, public awareness
- Networking forums and functions
- Event management
- Operating an information hub.

Their services range from managing festivals, exhibitions, talks, product launches, educational programs, and hosting an online information platform.

Founder and director

Susanna Bevilacqua is the founder and director of Moral Fairground.

An inspirational, collaborative, and visionary individual who believes that every action should have a positive impact on people and planet, Susanna is driven to explore how purpose-driven enterprises and citizens can lead positive change, and create vibrant and collaborative communities.

She works with purpose-driven enterprises and diverse networks, delivering initiatives and projects that encourage collaboration, shared value and impact.



Susanna Bevilacqua

Susanna has a broad and diverse experience, with over 27 years working and leading community based initiatives through the banking sector and 10 years creating events and programs with Moral Fairground.

Susanna also sits on the board of the Moreland Early Years Management and is the Social Enterprise Ambassador for the Australian 2021 SEWF bid.

Moral Fairground runs the annual Ethical Enterprise Conference, Ethical Enterprise Award and Fair@Square Ethical Lifestyle Festival.



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