

Storytelling: Meaningful and Alive

Joseph Campbell said; “what people seek is not the meaning of life but the experience of being alive”.

We come to understand that challenges are the pathway to progress in our lives. But, like calves, not all challenges are created equal.

Some challenges make us feel alive, engaged, connected, and fulfilled. Others simply overwhelm us. Knowing the difference as you set bigger and bolder challenges for yourself is critical to your sanity, success, and satisfaction (Brendon Burchard). When we unpack a challenge for a client, do we enable them to feel alive, engaged, and connected? Or do we overwhelm in a failed attempt to impress.

If we see the story in the challenge, and we share the experience, it becomes a pool of wisdom others can take encouragement from. In order to encourage others, you have to take up courage and council. Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact (Robert McKee). What would that currency be? To embrace. Human-inspired storytelling attempts to embrace; an instant moment of connect from which the after-effect lingers in actions that follow.

Storyteller Cindy Chastain said; “we tell stories that seek to order chaos, provide meaning and engage the emotions of our listeners... Brand message is no longer the thing that sells. Experience sells. If the intangible can be made tangible through the use of story, people will listen because you’re relevant, and they resonate. Gaining attention (only) does not equal aspiration. If you have someone’s attention, you do not necessarily have them engaged. Have, what you’ve spoken (or played), created an embrace (tangible) of the intangible?”

Beethoven opened his Fifth Symphony with four notes that are so compelling that even listeners who have only heard the piece once would immediately recognize those notes. Its emotion made tangible in seconds, a universal language.

A ‘love’ of your article or comment does not necessarily mean that you have someone’s attention. Let’s focus less on manipulation, and more on inspiration by means of real story telling. It’s not just talking; it’s showing, illustrating, creating something that can be seen to be experienced. Nelson Mandela said that he “likes friends who have independent minds because they tend to make you see problems [stories] from all angles”. Who are the storytellers in your life that’s become part of your library you draw from?

There is dignity and significance in each human life (as much as in your own), and there is one good lesson that can be taught to brand and to self; “you can make more friends [customers] in two months by becoming interested in *other people* than you can in two years trying to get other people interested in you”. A way of influencing and guiding those processes are through impactful storytelling. Accidental narcissism (read social media, read own storytelling) might change perspective and have a better reach if the narrative changes to showcase *real* interest in *other people* [our customer].

Love,
Natasja

Some highlights from the past few days;

28/08/2019

- New Era reports that Minister of Mines and Hydrocarbons of Equatorial Guinea, Gabriel Obiang Lima will be leading a delegation of African petroleum ministers at the fourth annual Africa Oil & Power (AOP) Conference and Exhibition in Cape Town.
- Fin24 reports that as a result of the South African Rand weakening, fuel prices are expected to rise during the month of September. The Automobile Association stated that 95 octane will rise by ten cents a litre, and diesel by 25 cents. Illuminating paraffin is also expected to rise by 21 cents. However, the only positive out of the latest figures is 93 octane, which shows a decrease of three cents a litre.
- The Namibian reports that President Hage Geingob has left for the seventh Tokyo International Conference on African Development (TICAD7). The purpose of the conference is to support growth in Africa through infrastructure building and human resources development, which are foundations for growth and focusing on business as a centrepiece. The conference is aimed at leading international discussions on Africa's development, hold open and international forums, as well as gain international support or Japan on diplomatic issues.
- Namibian Sun reports that Namibia's mining sector, propelled by uranium and Husab in particular, is forecast to become one of the main drivers of the economy in the following years with its growth likely to outperform relative to regional peers.

29/08/2019

- Namibian Sun reports that the official opposition party, Popular Democratic Movement (PDM) has formed a last-minute alliance with the significantly smaller party, the United People's Movement (UPM), to strengthen its fight against the ruling party, Swapo. The Popular Democratic Movement (PDM) leader, McHenry Venaani stated that, it is important for political parties to move beyond self-centred politics and instead clinch deals for the benefit of the Namibian people.
- The Namibian reports that Namibia and Botswana have threatened to withdraw from the international wildlife treaty after their proposal to allow for the hunting and trade of the white rhino was rejected by the convention. Environment Minister, Pohamba Shifeta stated that, the Southern African Development Community (SADC) will convene a meeting soon after the Convention of International Trade in Endangered Species of Wild Fauna and Flora, to further discuss the merits on which Namibia and other SADC countries' proposals were rejected, as well as reconsider their Cites membership.

30/08/2019

- Market Watch reports that the state-owned Qatar Petroleum has entered into agreements with French energy giant, Total for a share of exploration and production rights in two deepwater blocks in the Orange Basin offshore Namibia. High-profile joint ventures of Exxon include a U\$10 billion joint investment in the Golden Pass LNG project on the US Gulf Coast and a stake in Exxon's gas development off Mozambique, which is set to be one of the world's largest liquified natural gas (LNG).
- Namib Times reports that The National Corporation of Namibia (Namcor) will be Swakop Uranium's contracted supplier of diesel to the Husab Mine for the next five-years. The contract is worth N\$3.2 billion. The contract includes the operation and maintenance of bulk storage, dispensing and a fuel management system. Namcor must compete with international companies for the diesel contract and had to pass tough criteria to stay in the race. The contract has been described as a big milestone in the history of Namcor.

- New Era reports President Hage Geingob has invited Japanese investors in the agro-processing, renewable energy, infrastructure and water supply sectors to set shop in Namibia. The president made this call during the 7th Tokyo International Conference on Africa Development (Ticad).

02/09/2019

- Namibian Sun reports that the National Unity Democratic Organisation (Nudo) held its electoral college and finalised its list of 96 candidates for the National Assembly elections. National Unity Democratic Organisation (Nudo) president, Utjiua Muinuanguue stated that, parliament is not the place to remain silent. It is a platform created to debate critically and come up with serious and well-researched issues that must shape the government policies.
- New Era reports that the Chinese Ambassador to Namibia, Zhang Yiming has described the diplomatic relations between his country and Namibia is one of the best on the African continent. China and Namibia took the relations to new heights through comprehensive and cooperation strategies and the support system is strong and that it dates way back.
- New Era reports that the Japanese government has pledged a grant of N\$42 million for equipment to be used in technical and vocational education and training (TVET) in Namibia. Japan will also assist Namibia with disaster relief.
- New Era reports that the first ever export of manganese originating from South Africa's Northern Cape Province was commissioned on Friday at the Lüderitz harbour by Works and Transport Minister, John Mutorwa.