


Academy of Young Diplomats XVI Edition

A survey of

PUBLIC NARRATIVE LEADERSHIP


Create and use soft-power to advance your objectives



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DO YOU HAVE POWER?

- Are you in a position of power?
- Are you in a position of influence?
- Do you have a valuable hard skill?



2

SOFT POWER

- Soft power is the ability to attract and persuade, shaping the preferences, behaviors, and sometimes beliefs of others
- Soft power is non-coercive, its currency is found in shared culture, political values, and foreign policies



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SOFT POWER

Joe Nye was thinking of nation-state power when he coined the term in 1990 in his book, „*Bound to Lead: The Changing Nature of American Power*”



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SOFT POWER

IS PERSONAL



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YOUR SUCCESS

Depends on your soft-power



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AN INTRODUCTION

- You know the successful version
- You don't know the pre-success version
- Let's look back in time...



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AN INTRODUCTION

„Stilted and awkward...“
 „ He... sucked the life out of the room.“
 „He... just wasn't a dynamic speaker“



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METHODOLOGY

Can you see the intentional
 methodology within the
 presentation...?



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OBAMA DNC 2004 SPEECH



Watch first 7 Minutes
of this game changing
2004 DNC speech



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METHODOLOGY

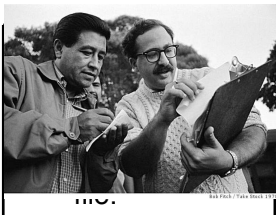
Public Narrative Leadership:

The Story of Self, Us, and Now!



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WHO IS MARSHALL GANZ?



- Civil Rights Movement (1963)
 - Leaving Harvard College
- Cesar Chavez (1964)
 - United Farm Workers Union
- Returned to Harvard (1991)
 - MPA-HKS (1993) PhD Soc (2000)
- Obama Lead Organizer (2008)
 - Credited the Obama Campaign Model
 - David Alexrod, believed in his method



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WHO IS MARSHALL GANZ?








EUROPEAN ACADEMY OF DIPLOMACY

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WHO IS MARSHALL GANZ?









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INTRODUCTION TO LEADERSHIP?

LEADERSHIP:

LEADERSHIP IS ACCEPTING THE RESPONSIBILITY FOR ENABLING OTHERS TO ACHIEVE PURPOSE IN THE FACE OF UNCERTAINTY

HOPE & STRUCTURE

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INTRODUCTION TO LEADERSHIP

ORGANIZING:

ORGANIZING IS LEADERSHIP THAT ENABLES PEOPLE TO TURN THE RESOURCES THEY HAVE INTO THE POWER THEY NEED TO MAKE THE CHANGE THEY WANT.

CHARTING THE COURSE TO HOME




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PEOPLE

The first question is...



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PEOPLE

The first question is...

Who are my people?

(Not, what is my issue?)



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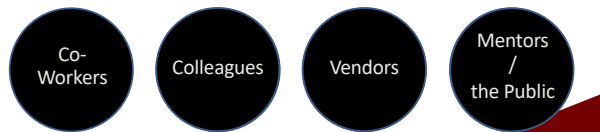
PEOPLE

Identifying a community is just the first step...
transforming from community to constituency...
from passive individuals to a cohesive group
committed to action!



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WHO ARE MY PEOPLE?



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POWER

Interests: What people need or want
Resources: People, Energy, Knowledge,
Relationships, Money



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CHANGE

Change goals must be:

Specific – (Action)

Concrete – (Outcome)

Significant – (Cumulative Result)



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Telling Stories – Sharing Values - Motivating

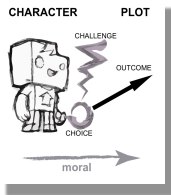
Classic story structure involves three elements:

Plot, character, and moral



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CHALLENGE – CHOICE - OUTCOME



Stories are about people...

and should help the
audience identify with the
character



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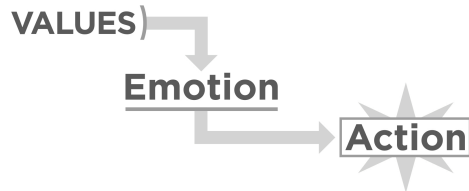
Telling Stories – Sharing Values - Motivating

Stories come alive when the character faces a challenge, makes a choice, and then experiences the outcome.



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VALUES INSPIRE ACTION THROUGH EMOTION



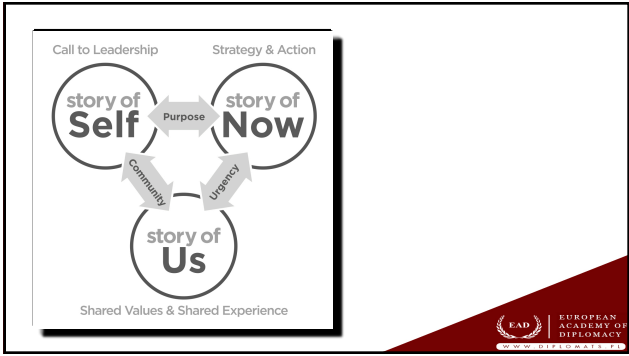
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EMOTION

Leaders must learn to mobilize the emotions that make agency possible



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The diagram is a circular flow chart with three main nodes: 'story of Self' (top left), 'story of Now' (top right), and 'story of Us' (bottom center). Arrows connect them in a clockwise cycle: 'Self' to 'Now' (labeled 'Purpose'), 'Now' to 'Us' (labeled 'Urgency'), and 'Us' to 'Self' (labeled 'Community'). Above 'Self' is the text 'Call to Leadership', and above 'Now' is 'Strategy & Action'. Below the entire cycle is the text 'Shared Values & Shared Experience'. The diagram is enclosed in a black rectangular frame. In the bottom right corner of the slide, there is a red triangular graphic containing the EAD logo and the text 'EUROPEAN ACADEMY OF DIPLOMACY'.

If I am not for myself,
who will be for me?

If I am only for
myself, what am I?

And, if not now,
when? Hillel (Pirkei Avot
Chapter 1:14)

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