



INTRODUCTORY WORKSHOP

ACT I: STORY FOR CHANGE



LEARNING OBJECTIVES



- understand how the course will run and support your needs
- introduce action learning as an approach for agile prototyping
- present the 'monomyth' as a tool for development and storytelling
- plan to work together to engage employers this summer

PROJECT OUTCOMES



Develop participants' employer networks

- Helping you meet business leaders and tell their stories.

Showcase a strategy to improve media RoI (content & events)

- By prototyping the role of communications in explaining, inspiring, engaging, motivating and shifting behaviours.

SCHEDULE

Introduce workshop, project and people

Overview of the Hero's Journey monomyth

Chapter 1: your status quo

Chapter 2: meeting the mentor

LUNCH 1330-1415

Media project development

How to tell intriguing stories

SHORT BREAK

Action Learning – and agile storytelling

Assignment, support and expectations

Next steps, Q&A, closing reflections and wrap

Informal drinks (cash bar) at Sack of Potatoes



THE HERO HIDDEN WITHIN

AN OUTLINE OF THE HERO'S JOURNEY
BY
JOSEPH CAMPBELL

THE MONOMYTH – THE HERO'S JOURNEY



Introductory animation to watch:

<https://ed.ted.com/lessons/what-makes-a-hero-matthew-winkler>

Introductory analysis, by Jaemes Gregory:

<https://soundcloud.com/contenteduk/the-hero-within/s-YGOhp>

CONTENTS



* Archetypes / Character Functions

* Act One



* The Hero
Two

* Act



* The Mentor/Higher Self

* Act Three



* The Shadow/Lower Self



* The Shapeshifter

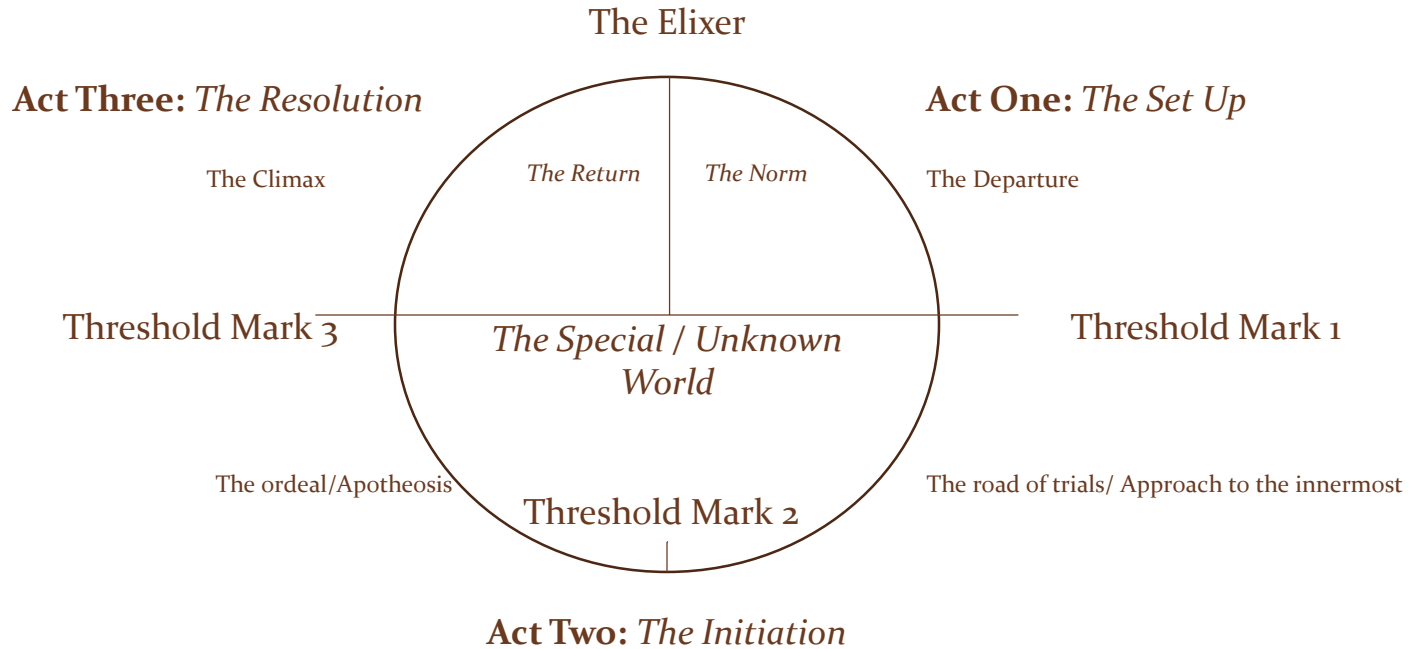


* The Trickster

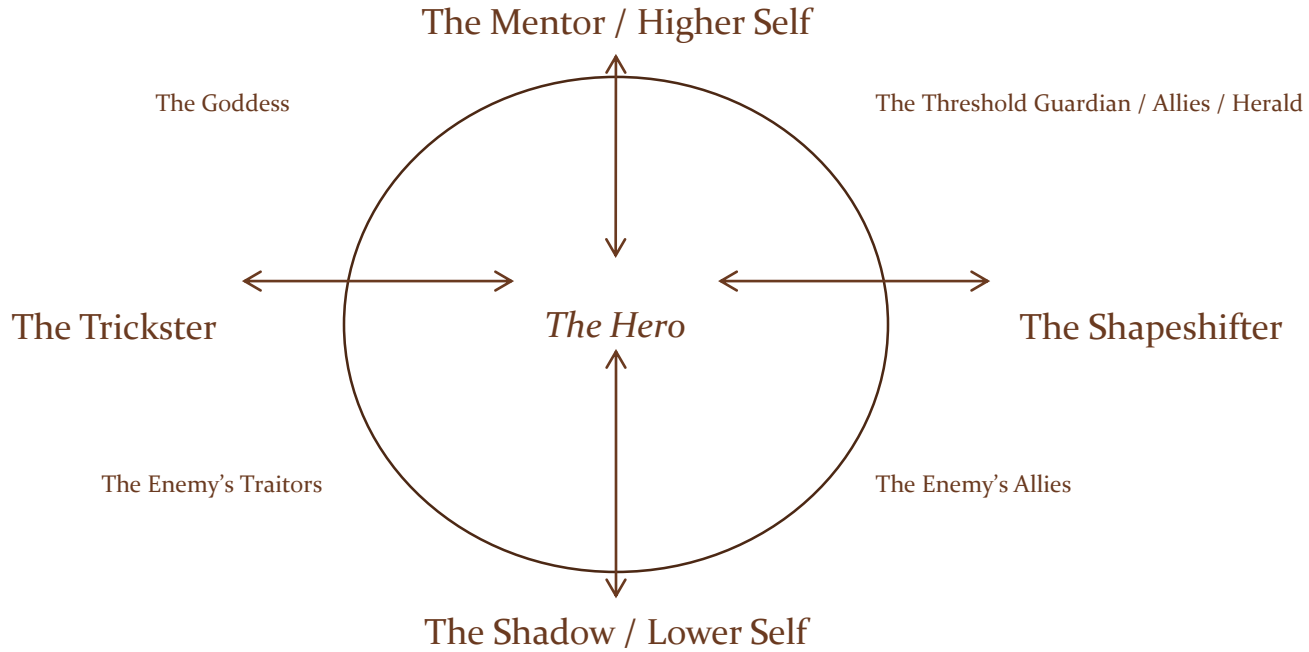


* The Three Act Structure

The Three Act Structure



The Character Archetypes/Functions



The Hero Archetype

- The driving force of the action
- The Character who undergoes the biggest transformation

The Mentor Archetype

- Aka the Higher Self
- **The Character who aids the hero with their challenges, either through a singular meeting or throughout the narrative**
- **The Mentor has been on the journey before and represents the future self of the hero**
- Sometimes gives physical gifts they will need on their journey ie. Obi Wan giving Luke the light Saber and Ariadne gave Theseus a ball of string

The Shadow / Lower self

- **The major antagonist of the story who deliberately blocks the path of the hero in pursuit of its own desires and enforces conflict for the hero to adapt to circumstances**
- Is a representation of the hero's future self if he / she fails to complete the mission
- Is usually the driving force of the main conflict which drives the hero into Act two and gives them the major obstacle which must be overcome

The Shapeshifter

- **The one who betrays the hero and leads them into the enemy's trap (Judas/Iago/Cypher)**
- Usually any character who brings doubt and negativity into the hero's path, whether an ally or an enemy's accomplice

The Trickster

- **Is usually the provider of comic relief within the story arche**
- **Instead the trickster inspires others to change using adverse wisdom and unconventional behaviour** to show the other characters that they do not have to conform to the set belief system that society wants them to adhere to
- Is the character who undergoes no change whatsoever and is the one left completely untransformed by the journey
- The trickster never adopts any other perspective but his / her own
- Eg: Dead Poets Society Robin Williams, Captain Jack Sparrow

Status Quo: Activity

Your Journey/Pursuit. Choose a big wish. What is that could be holding you back in your present state of circumstance?

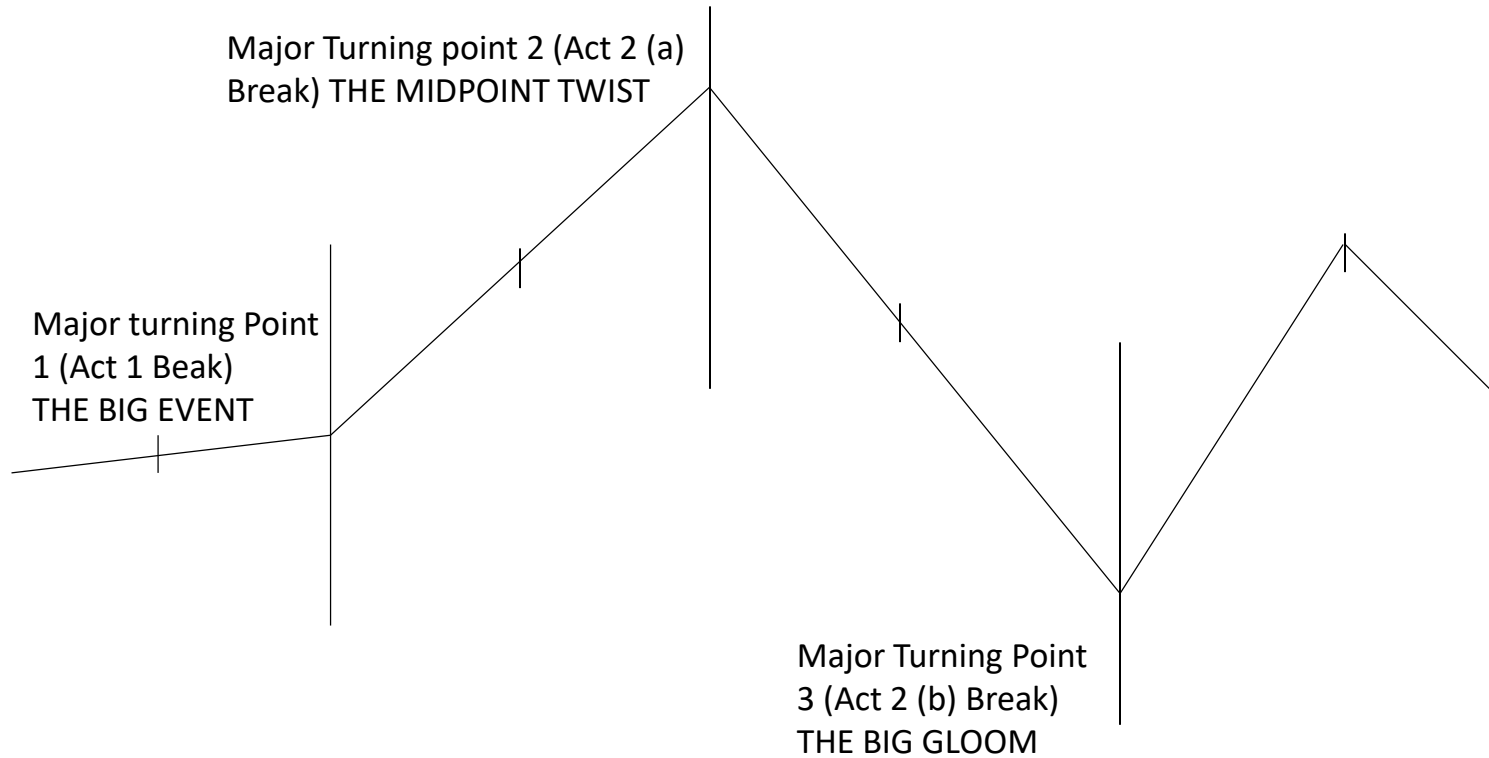
Archetypes: Activity

Discuss in pairs someone who mentored you.
What did you learn?

Thresholds / Turning Points

- important during completion of task and finding a resolution
- precise moments when there is a significant goal change
- eg new information twists the plot; demands a revised strategy
- a major failure increases the stakes (ie a team member taken hostage)

Character Arc, The Subjective Journey



What makes an intriguing story?

Essential elements:

- A high concept – your story USP
- The URGENT pursuit of a tangible GOAL with HIGH STAKES
- An OPPOSING force which puts achievement at risk
- IRONY for THE WORLD and character development

Webinars

Act 1

Departure – The Hero, The Mentor

Act 2 i

Trials, Approach, Antagonist

Act ii

Ordeal, Atonement, Reward, Shapeshifter

Act 3

Return, Thresholds/Turning points, Trickster