



East of England

## Primary Care Leadership Collaborative

**Systems Leadership: Public Narrative**  
**Holiday Inn, Impington, 29<sup>th</sup> January 2020**

---

**Debbie Sorkin**

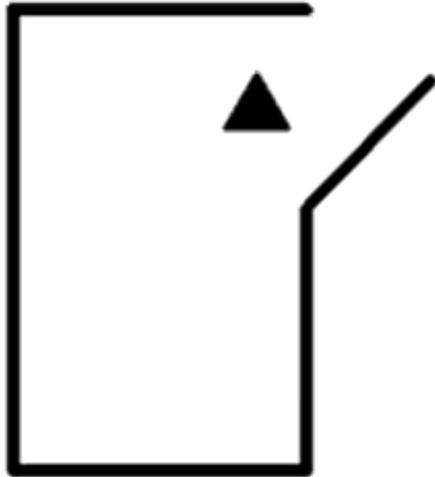
**National Director of Systems Leadership, The Leadership Centre**

**[Debbie.Sorkin@leadershipcentre.org.uk](mailto:Debbie.Sorkin@leadershipcentre.org.uk)**

**[@DebbieSorkin2](https://twitter.com/DebbieSorkin2)**



# What's happening here?





**The oldest known puppet or doll.**

**Sculpted from mammoth ivory,  
discovered in burial in Brno, Czech  
Republic, 1891.**

**The head and arms fitted into the body  
on pegs, so that they could be moved  
into different positions.**

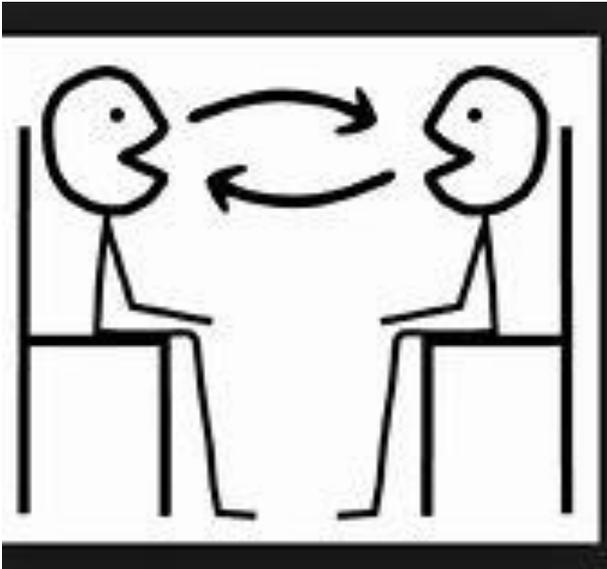
**From *"Ice Age Art: arrival of the modern mind"*.  
British Museum, 2013**

**Leadership is taking responsibility for  
enabling others to achieve shared  
purpose in the face of uncertainty**

**Professor Marshall Ganz, Harvard Kennedy School**

---

Public Narrative **is**....



A **skill** to motivate others....  
.... to **join** you in **action**

Public Narrative **is not**....



A **script** or a **performance**

# Public Narrative brings together what we know, and how we know it



# The three components of Public Narrative



**Stories of Self:** giving a public account of yourself – what called you into action, what are the values you hold?

**Stories of Us:** shared collective experiences, showing people how they are connected to each other

**Stories of Now:** motivating people to action: the world as it is now and the world as it could/should be

Public narrative in practice:

Barack Obama at the Democratic National Convention, 2004



<https://youtu.be/ueMNqdB1QIE>

---

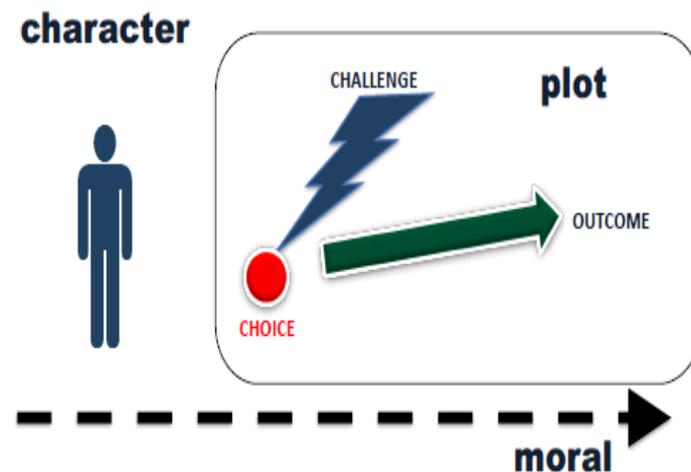
# The what and the how: What you need for a good story

**Character:**  
Facing a challenge and a choice

**Advance:**  
Plot, action, urgency

**Sensation:**  
Details, images, senses, pictures

CHALLENGE – CHOICE –  
OUTCOME



# The what and the how: How you tell your story - Archetypes

**A character, symbol or motif that seems to represent universal patterns of human nature**

**Include:**

- **The King or Queen**
- **The Fool (Jester)**
- **The Hero**
- **The Warrior/Rebel**
- **The Lover**
- **The Explorer**



**Never confuse the two when you're storytelling**

# The Queen/King and The Fool

## What happens when you mix archetypes



<https://www.youtube.com/watch?v=J5YF7bawZfs>

---

# Having a first go at storytelling



- **Work in pairs: one of you is A and one is B**
  - **Take the two-minute story we asked you to prepare beforehand – your two-minute ‘Story of self’ – why what you do (your work) matters to you, or why you do what you do**
  - **A takes 5 minutes to tell their story to B**
  - **B takes 5 minutes to feed back on the story. How far was there a story of self? Of us? What was the call to action? How much detail/colour was there? How much ‘ruler’ was there? What would make it better?**
  - **You reverse roles: B takes 5 minutes to tell their story to A. A takes 5 minutes to feed back on the story to B.**
  - **What’s your learning?**
-

So:

What are you going to do after today, to apply your learning and insights?

Task: iterate your story/stories of self, us and now, and keep trying them out.



Thank you.

E: [debbie.sorkin@leadershipcentre.org.uk](mailto:debbie.sorkin@leadershipcentre.org.uk)

T: @DebbieSorkin2

