

FANS MATTER!

Values in Action – Developing Narrative
SESSION 1

Presentation and Workbook

*Shay Golub, Partner - Inclusion Policy
Former SD Europe Board*



www.sdeurope.eu

About myself



My name is Shay Golub. I am an entrepreneur in sports, politics and environment.

Im partner in Inclusion policy. A consultant project – focus mostly on sports, community and joint life.

I worked many years in politics -Parties and NGO's. And for environmental organizations.

What really matters



Im Chairman of Israfans
and previous -
SD Europe Board member
The Green Heart trusts.

What really matters



What is your second best team?
Write it on the chat
Lets talk about it



Expectations



1. Safe Place & Respect

- Camera on, if possible
- Eating and drinking is fine
- If you need to step away, please update in advance

2. Values in Action

3. Public Narrative – Self, Us, Now

Workshop Goals



Rethinking about our club story

Keeping it relevant in changing times

Core Principals



Relationships

Shared values

Leadership

PART 1: Why Values?



Three Parameters for Movement Influence



1. Ability to influence public narrative
2. Disrupt the system
3. Achieve electoral/political power
4. Growing

Feelings VS Thoughts



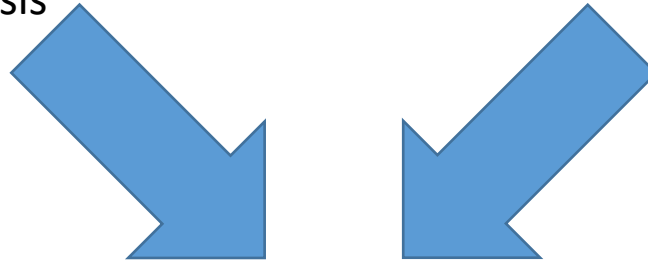
How
Analytical-
knowledge

Why
Emotional-
knowledge



Strategy
Analysis

Story
Motivation



Stories speaks to our “Emotional Brain”

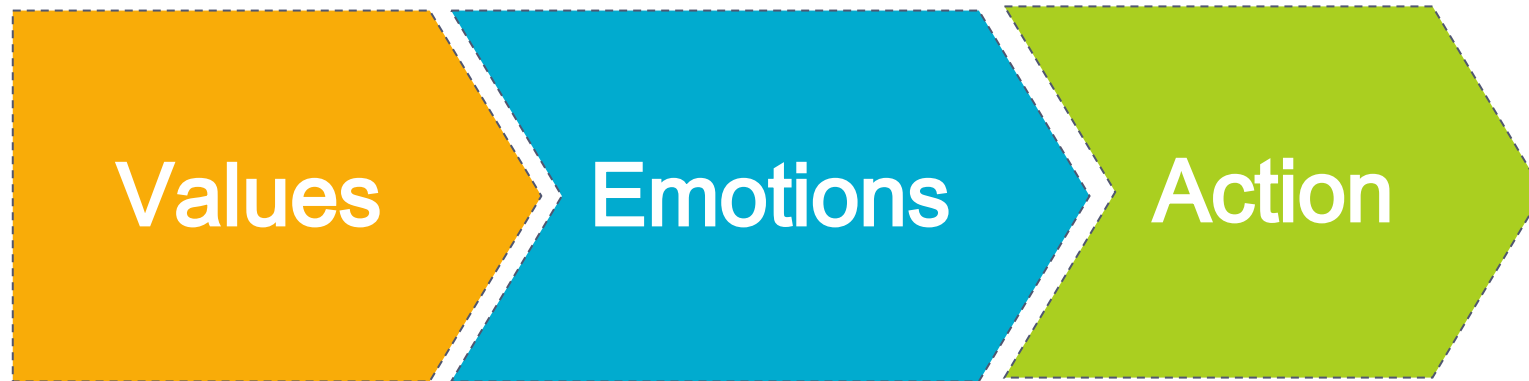
**Information goes to the analytical part of our brain
But
Stories touches our heart**



PART 2: Values in Action



Values in Action – Engaging People



Feelings VS Thoughts



- Breath Deep.
- Be inclusive and supportive
- Get involved!

What are your club values?

Values in Action



Values in Action



Values in Action



Feelings EXERCISE – What do you feel about





What's my club
winning story?

The image shows a yellow sticky note with a question. The word 'winning' is underlined with a white line. The word 'story?' is circled with a white oval. Two dashed white arrows point from the top towards the circled 'story?'.

PART 3: Let's tell a story

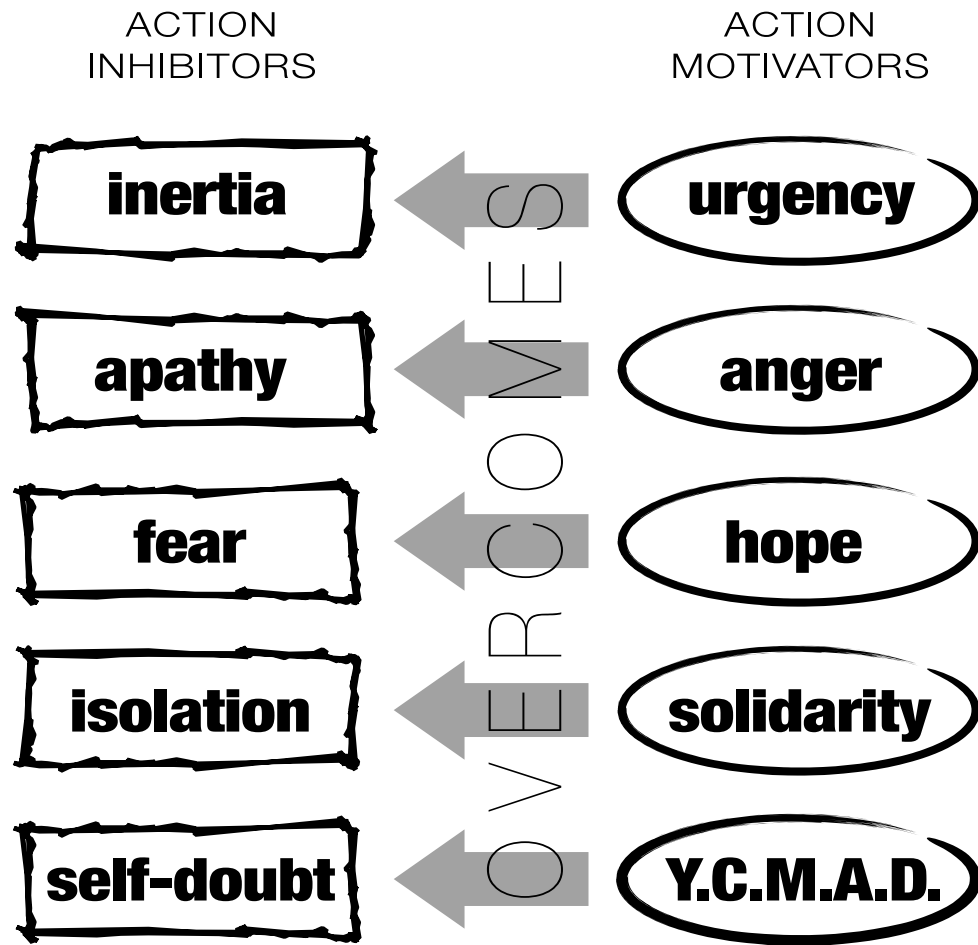


We use stories for :



- 1. Identity build**
- 2. Collective vision**
- 3. Public responsibility**

Values in Action

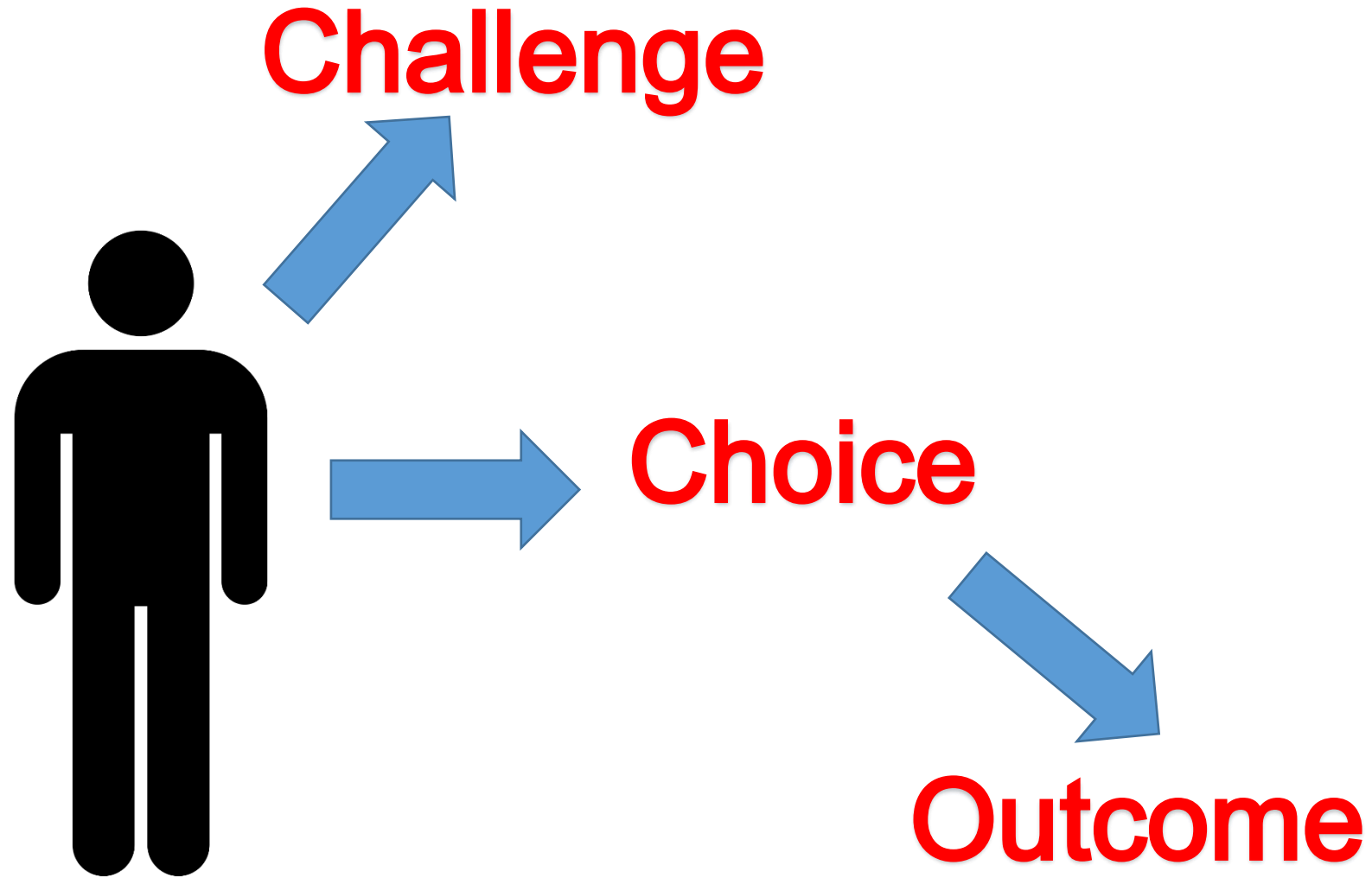


How to build a story?



Imagine we are writing a short script about our life

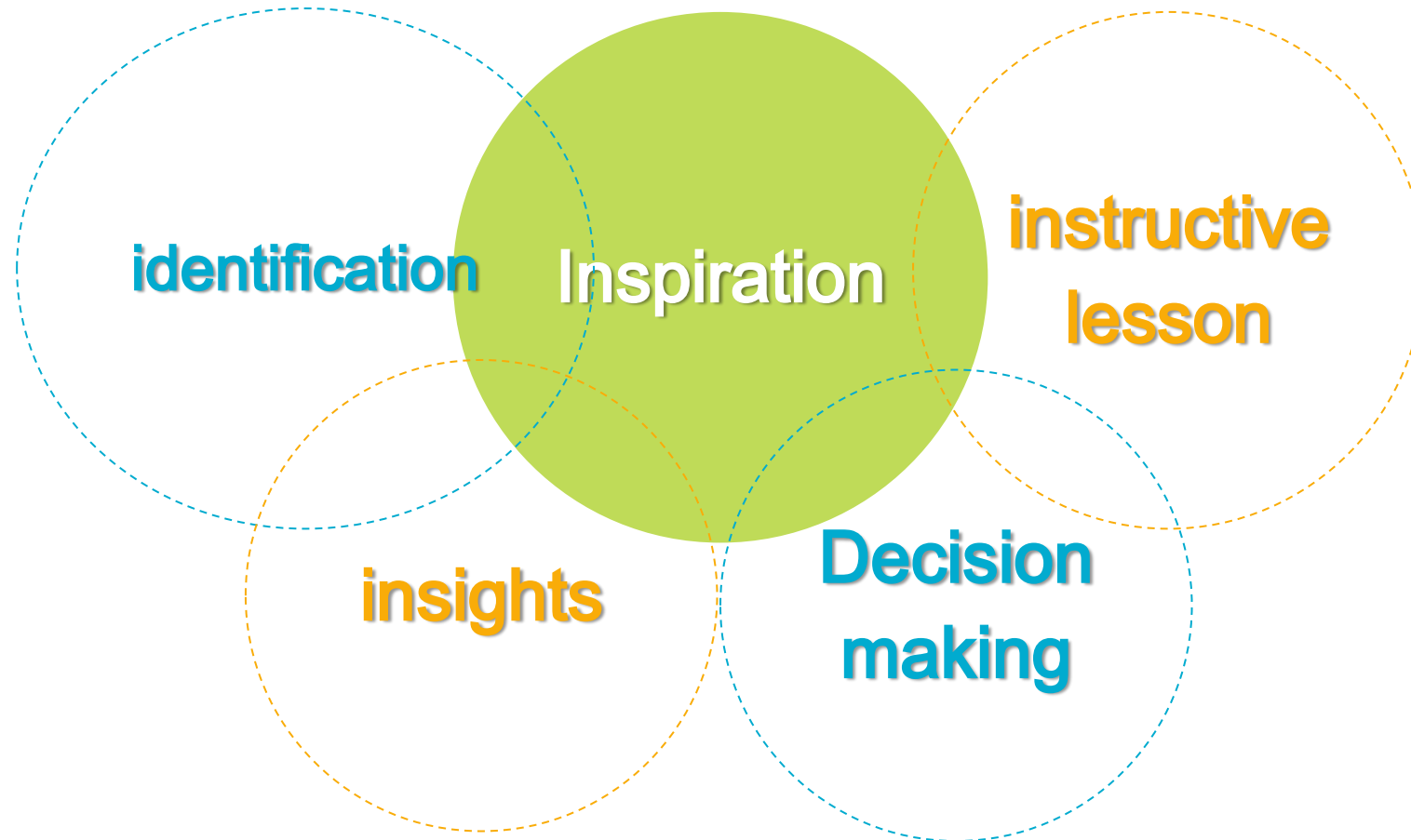
Story parts are...



Feelings EXERCISE – Your First Game



When we hear a story



Values in Action

We all have stories of **pain**, otherwise we wouldn't think we **need** to change the world.

We all have stories of **hope**, otherwise we wouldn't think we **can** change the world.



Values in Action

The way to
communicate our values
in motion to others, is
by the **choices** we
made.



Values in Action

When people hear my story,
they understand why I choose
– they identify the values that
they share with me – and with
my club – emotional
sympathy and identification –
which leads to action



Half time ?!

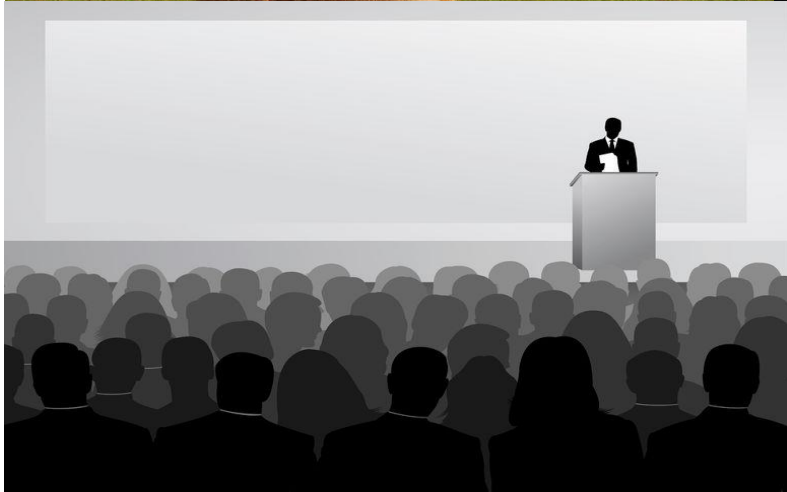


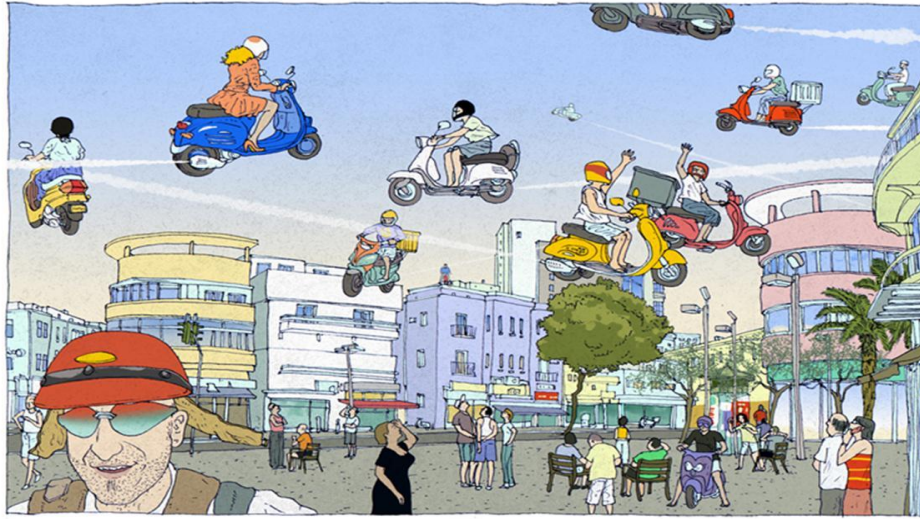
See you soon

CHAPTER 4: Practicing



Do and Don't do





LAURA JANSSEN

CURRICULUM VITAE



PERSONALIA

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Geb. datum 08-05-1981, Delft

PROFIEL

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WERKERVARING

Key accountmanager

Ipsum BV Leiden | 2010 – 2014

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Key accountmanager

Ipsum BV Leiden | 2005 – 2010

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Accountmanager

Ipsum BV Leiden | 2002 – 2005

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OPLEIDING

HBO diploma Commerciële Economie
Hogeschool van Amsterdam | 2002

HAVO diploma
Da Vinci College Leiden | 1998

TALENKENNIS

Nederlands Moedertaal
Engels Uitstekend
Frans Goed

CURSUSSEN

Strategisch Sales Management
SRM | 2008

Presentatie Technieken
NCOI | 2004

COMPUTER

MS Office | Windows | SAP

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CV SJABLOON

Where and when they started?

What we need to know about you?

What was your challenge?

What was your choice?

How did you get to this moment?

Public Narrative



FAMILY & CHILDHOOD	LIFE CHOICES	LEADERSHIP EXPERIENCE
Parents/Family	School	First Experience with Political & Civic Issues
Growing Up Experiences	Career	A Key Moment in Your Work Role
Your Community	Partner/Family	Models/Community
Role Models	Hobbies/Interests/Talents	Current Experience as a Sport activist
School	Finding Passion	
	Overcoming Challenge	

Feedback



Step 1:

- **Story teller – 3 minutes**
- **Listeners – all write feedback**
- **One takes time – when last minute arrives – signal!**

Step 2:

- **Group feedback – 3 minutes**
- **Listeners talk**
- **Story teller – just listen**

EXERCISE – Why am I here?



Relevant bio	Challenge	Choice	Outcome

EXERCISE – Feedback



Name	Values	Challenge	Choice	Outcome

EXERCISE – Values Check up



Name	Values	Challenge	Choice	Outcome

Relevant bio	Challenge	Choice	Outcome

Who is US?



Source: Marshall Ganz

Recap



Before the next session

- **One sentence about part one of the workshop**

Thank you



Thanks a lot!

See you on



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