

INSIDESTORIES





STORYTELLING FOR BUSINESS

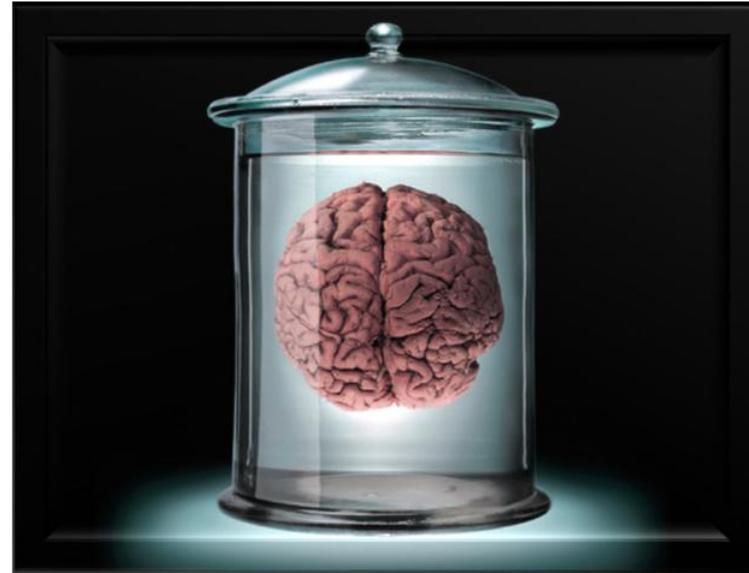
OFF THE FENCE

Sometimes reality is too complex.

Stories give it form.

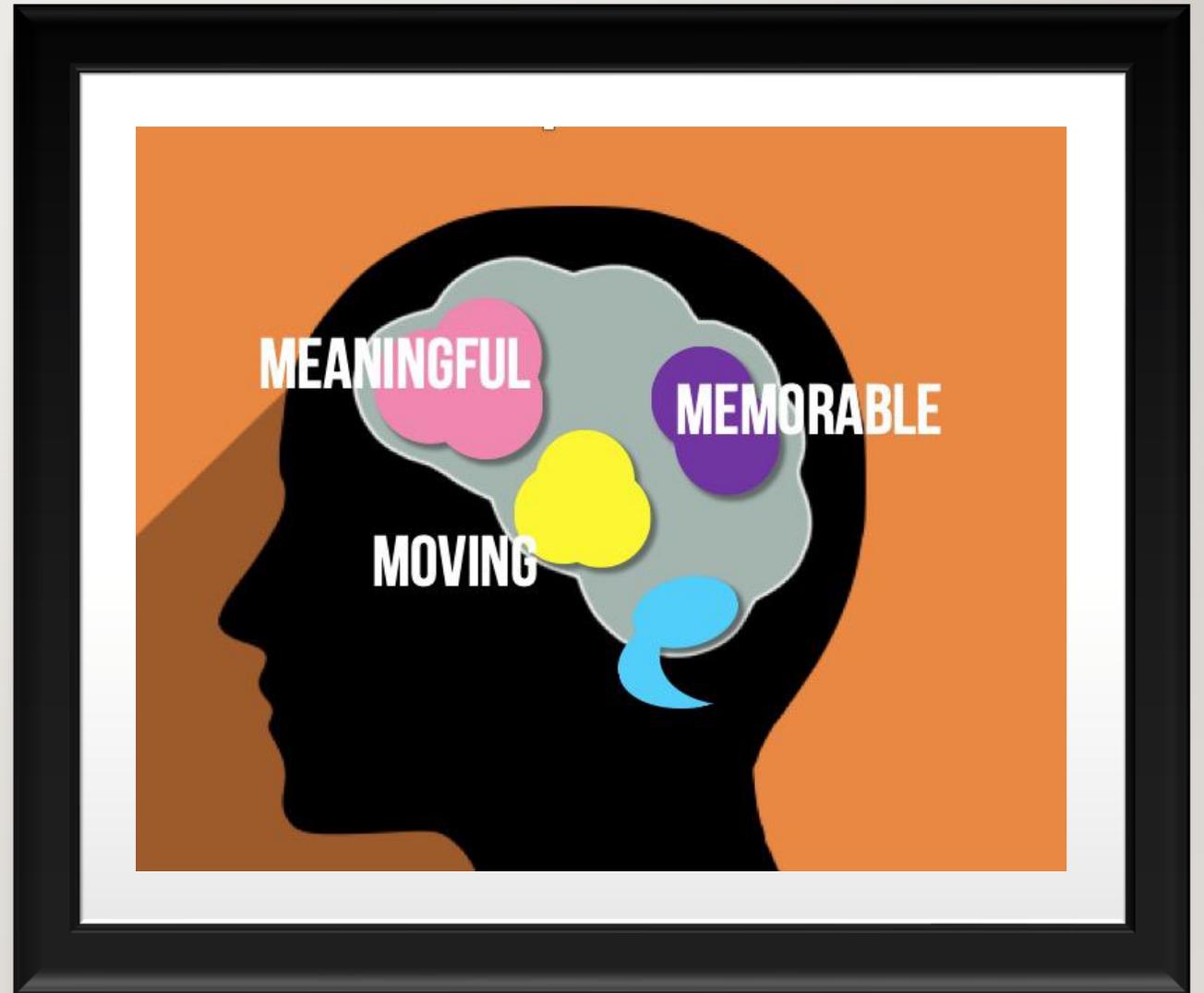
JEAN LUC GODARD

WHAT
HAPPENS
TO THE
BRAIN
WHEN WE
HEAR A
STORY?



KEEPING IT SIMPLE

- ⊕ Trigger memories
- ⊕ Make connections
- ⊕ Engage emotions





MEANINGFUL

- ⊕ Relevant
- ⊕ Focused
- ⊕ Credible
- ⊕ Authentic
- ⊕ Achievable



MEMORABLE

- ⊕ Distinctive
- ⊕ Distilled
- ⊕ Strong hook
- ⊕ Unique
- ⊕ Elevator pitch



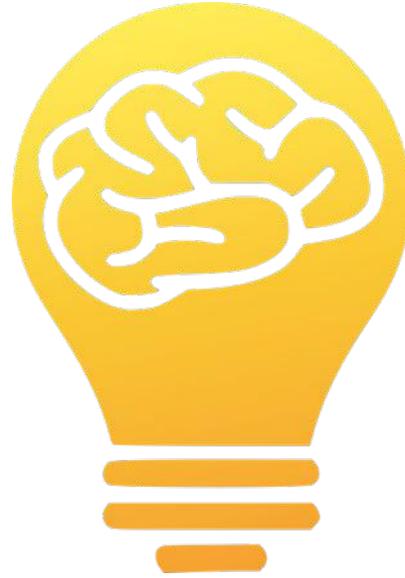
MOVING

- ⊕ Emotional
- ⊕ Resonant
- ⊕ Compelling
- ⊕ Passion
- ⊕ Shared belief



OFF THE FENCE

STORY PLANNING



AUDIENCE FIRST

Feel
Think
Know
Do

FEEL

EMOTION

- † Joy
- † Hope
- † Passion
- † Excitement
- † Inspired
- † Hopeful
- † Love
- † Belief
- † Concerned
- † Love
- † Emotive
- † Restored
- † Redemptive
- † Pensive
- † Challenged
- † Convicted
- † Restless
- † Contrite
- † Repentant
- † Vulnerable
- † Sensitive
- † Open
- † Appalled
- † Angry
- † Empowered
- † Protected
- † Safe
- † Aggrieved
- † Willing
- † Humble
- † Positive
- † Saddened

THINK

PERCEPTION

- † They're working hard to bring people inside
- † They're in a position to influence and engage others
- † I'm hungry to join them on their mission
- † Everyone has worth
- † Everyone is individual
- † They're educating me
- † I'm uplifted and inspired by their work
- † Change for good can be one person at a time
- † Their work makes me proud
- † It's reassuring to know there are ways to help
- † Empowered people can overcome anything
- † No-one can do it all by themselves
- † People aren't defined by their living status
- † Homelessness is not a judgement
- † I'm determined to give freely
- † Poverty is not a failing
- † There's a humility to what they do
- † They're just one cog in a bigger machine
- † I can play a part in helping other people
- † This is a situation made by society
- † They can't fulfil their mission without regular people like me
- † Their work is outward-oriented
- † Homelessness is not a character defect
- † We could all use a little more empathy in our lives
- † Homelessness is not the end
- † It's about an unlucky break
- † They did not 'ask for it' and it's not their fault
- † I'm trying not to generalise about the homeless
- † Many of us are only a couple of choices away from a bad situation
- † They take a communal approach to helping people
- † Poverty and social disadvantage can affect everyone
- † I'll never be the same because this knowledge has changed me
- † Poverty is not an accident - it's a choice made by society

KNOW

INFORMATION

- ⊕ There's always somewhere safe
- ⊕ Someone cares about you
- ⊕ Everyone matters and deserves happiness
- ⊕ Change is possible
- ⊕ People are essential to our process - we need their help
- ⊕ Tomorrow can be better
- ⊕ Solving these problems is everyone's responsibility
- ⊕ We are not a community if one person is excluded
- ⊕ Don't ever give up
- ⊕ Giving is key
- ⊕ Good Samaritans exist
- ⊕ We can tell you exactly how to make a difference
- ⊕ Business support (through CSR) is also vital
- ⊕ Pooling your strengths with others has a bigger impact
- ⊕ Where to ask for help
- ⊕ There is no one size fits all solution
- ⊕ Social enterprise can also add to the plan
- ⊕ We forge unique partnerships through which anything is possible
- ⊕ We all have an obligation to one another in society
- ⊕ Brighton & Hove is a compassionate city with an empathetic political and social climate
- ⊕ Choice is a privilege
- ⊕ You're not alone
- ⊕ It's better to give than to receive
- ⊕ In an ideal world we wouldn't need to exist
- ⊕ We're known for generosity, helpfulness and a warm welcome
- ⊕ We stand together as one community
- ⊕ Assumptions are not the way, we must all be open to learning
- ⊕ Somebody out there cares about you
- ⊕ We help people be less detached with hearts that are more open
- ⊕ Our origins lay in a community assembly of concerned leaders who recognised the need to get off the fence and do something about homelessness
- ⊕ We're cultivating a different mindset for a coherent society with a responsibility for everyone in it
- ⊕ We're building a safe-haven that's more tolerant and openminded

DO

ACTION

- † Donate and volunteer
- † Think differently about poverty
- † Resist poverty
- † Restore hope
- † Join the process
- † Stand up and be counted
- † Get involved
- † Relentlessly assist
- † Be voice for those with none
- † Make time, and be less selfish
- † Advocate and speak up for us
- † Support events
- † Understand that a community isn't a community if just one person is excluded
- † Commit to the cause
- † Stand with us in the long term
- † Research the problem and a range of solutions
- † Promote us – social/testimonial
- † Step in not over

For Clients:

- † Reach out
- † Come to us
- † Let themselves be found
- † Tell someone
- † Learn to love yourself again
- † Ask for and accept help
- † Open up
- † Stop hiding in the darkness
- † Understand that no obstacle is unmovable



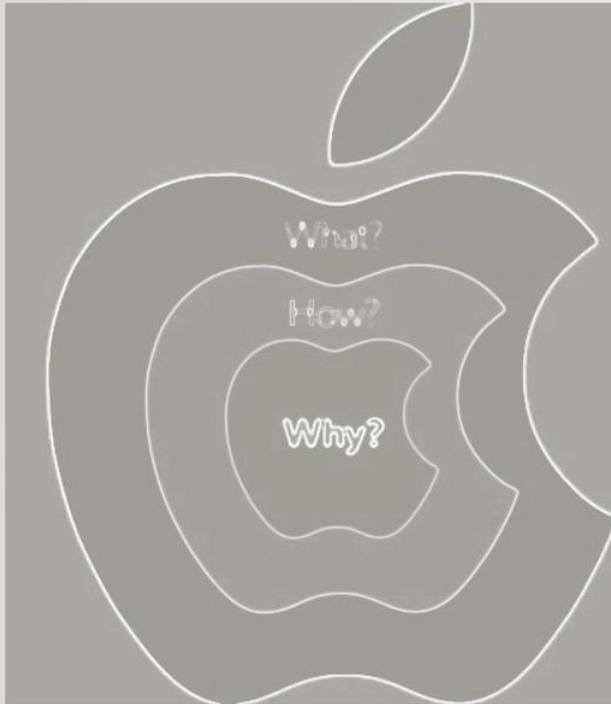
OFF THE FENCE

GOLDEN CIRCLE



Why
How
What

APPLE EXAMPLE



⊕ WHY?

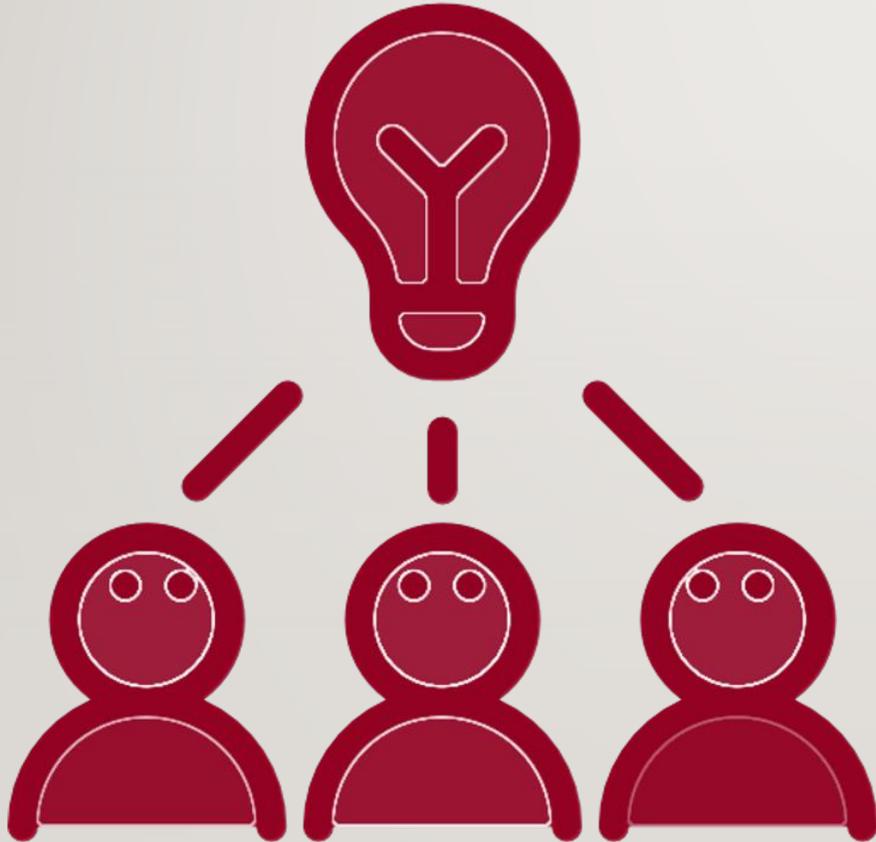
We believe in challenging the status quo. We believe in thinking differently.

⊕ HOW?

The way we challenge the status quo is by making our products beautifully designed and easy to use.

⊕ WHAT?

We just happen to make great computers.

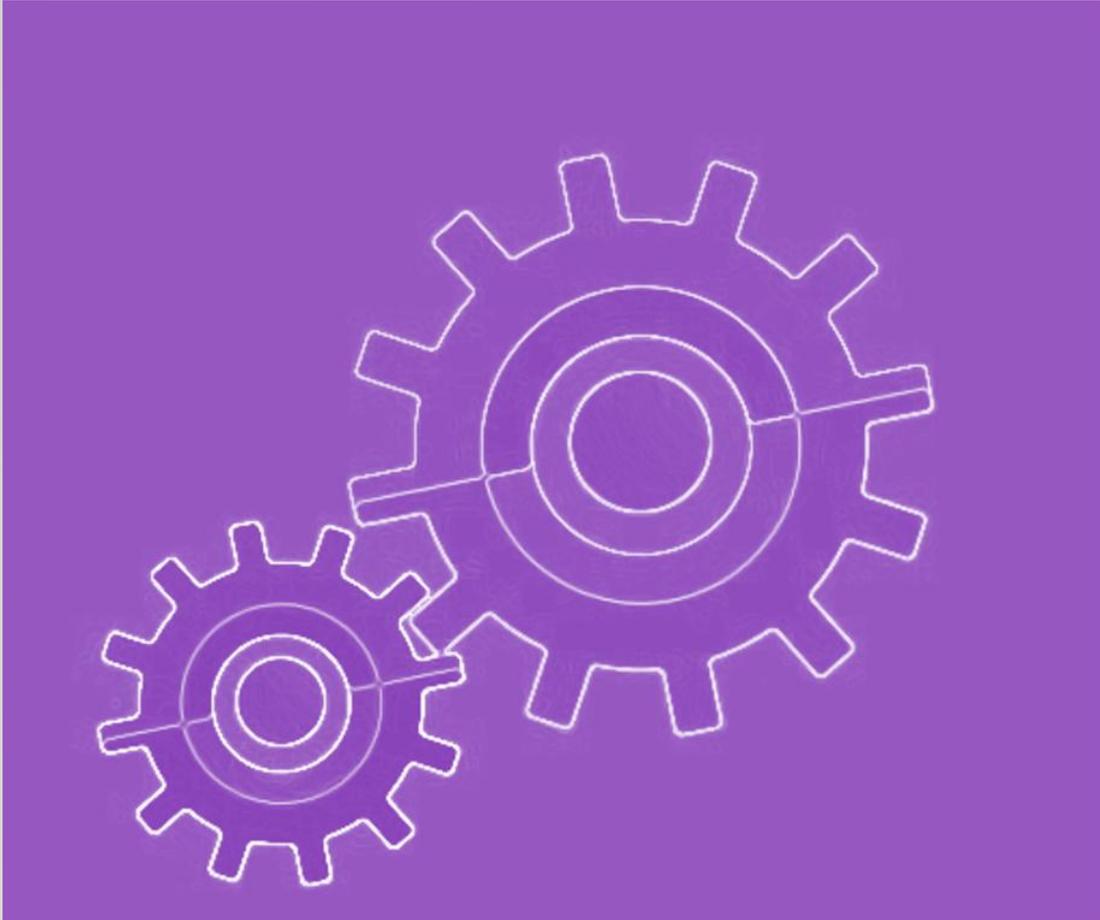


WHY – WHAT'S OUR PURPOSE?

- † What do we believe
- † Why do we exist?
- † Why do we get out of bed in the morning?
- † What do we want to save the world from?
- † What would people miss about us if we were gone?
- † And why should anyone care?

WHY

- † To leave each day better than we found it
- † To achieve a true community of purpose
- † To show the world that poverty may be a choice, but only for those in power
- † To materially improve people's lives if politicians won't
- † To be mindful that it could happen to any of us
- † To arm the disadvantaged with the knowledge to help themselves
- † To empower not enable
- † To free people from social poverty and inequality
- † To demonstrate love through empathy
- † To prod consciences
- † To see the streets empty of the homeless
- † To provide a safe space for women from a traumatic background
- † To share our passion, our heart
- † To break the cycle
- † To remind ourselves that misfortune doesn't discriminate, but policy makers do
- † To be the change the world needs and deserves
- † To save the world from their wrong assumptions
- † To change minds and beliefs about disadvantaged people
- † To bring a mind shift to those that need one
- † To respond to a situation we're in a position to change
- † To transform the way the world thinks about poverty
- † To be a voice for those who need us
- † To prevent a rise in homelessness and abused women
- † To show the world that caring is their human birthright
- † To relate to the business community in a unique way
- † To celebrate our culture and ethos
- † To stop bad things happening due to inaction
- † To help people see that they're broke, not broken
- † To draw a line between vulnerability and the vulnerable



HOW – THE BEHAVIOURS THAT DIFFERENTIATE US

- ⊕ How do our behaviours impact our customers?
- ⊕ What do we do differently to anyone else?
- ⊕ How do we solve our clients' problems?
- ⊕ What would people say to friends and colleagues about us?
- ⊕ How are we making a difference?



HOW

- † By working magic
- † By providing meaningful solutions beyond the short-term fix
- † By enabling individuals, groups and communities to feel that they're making a difference
- † By building empathy and understanding through listening
- † By championing a more empathetic world
- † By fulfilling our obligations to one another
- † By providing short-, medium- and long-term solutions
- † By doing it differently to anyone else
- † By shaping beliefs and addressing wrong assumptions, in a way that impacts change
- † By harnessing the power of community
- † By relating to people and getting on their level
- † By advocating for the disenfranchised, overlooked and neglected
- † By breaking the cycle
- † By giving people a helping hand when no one else in society will
- † By resisting poverty
- † By helping people feel part of the solution
- † By loving those that society deems unworthy of love
- † By helping the world understand that poverty is not a character defect
- † By celebrating the humanity in everyone
- † By thinking differently about poverty
- † By finding compassion on every corner
- † By being available and present
- † By shifting people's minds on the issue
- † By being all heart and giving 100%



WHAT – OUR CORE OFFERING

- † What do we do, in the simplest terms?
- † How can we summarise our business in a single sentence?
- † How would you explain the company to your parents' friends?
- † What's the one thing we want to be famous for?

WHAT



- † We compete in a noncompetitive market
- † We encourage people to step in, not step over
- † We are creating a living breathing, self aware support community
- † We show those without a 'how' the way to empower themselves
- † We transform people's outcomes and deliver brighter futures
- † We help people to overcome their dependence
- † We empower everyone to unlock the future they deserve
- † We remind people that they're broke not broken
- † We restore lives and then add further value
- † We level the playing field
- † We encourage those who have to give, and those who haven't to receive
- † We are building a more empathetic world
- † We focus on achieving purpose, not performance
- † We want to be famous for achieving real change
- † We defend those that cannot defend themselves
- † We build connections with donors and supporters
- † We give out an unapparelled love
- † We are on a mission to eradicate homelessness in Brighton & Hove once and for all
- † We activate change
- † We resist poverty, empower people and restore hope
- † We empower businesses to come together



Corporate

GOLDEN CIRCLE

Why

To prove that poverty is a choice, but not for those who experience it

How

By providing meaningful solutions beyond a short-term fix

What

We empower people to unlock the future they deserve

Didactic

GOLDEN
CIRCLE

Why

To prove that there is such a thing as society, and community is our collective birthright

How

By helping the world understand that poverty is not a character defect

What

We make meaningful change for all our futures

Faith-
Based

GOLDEN
CIRCLE

Why

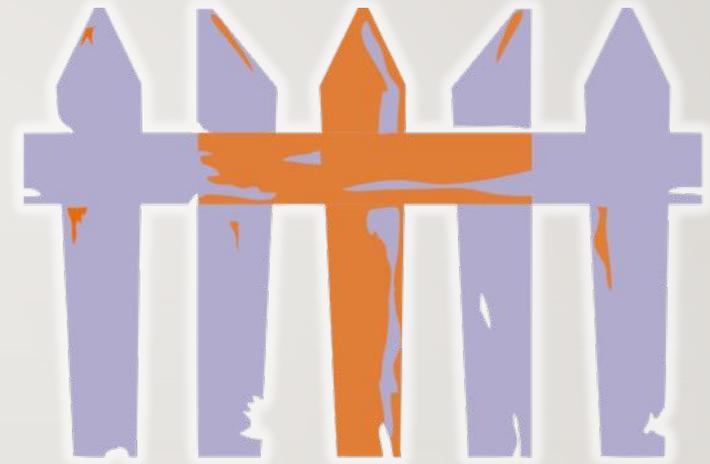
To help people understand that broke doesn't mean broken

How

By stepping in, not stepping over

What

We advocate for those who are disenfranchised or left behind



OFF THE FENCE

ARCHETYPES

CARL JUNG'S ARCHETYPES

- † Archetypes are a way to anchor your brand against instantly recognisable human characteristics and behaviours.
- † Although brands often identify a core archetype, the truth is, most businesses are a combination.



<p>INNOCENT – SAFETY</p> <ul style="list-style-type: none"> Optimistic and pure - always sees the good in people and life. Recognises the potential for beauty in all things. Inspires people to seek out the wondrous side of life. Spontaneous and trusting with boundless optimism. Innocent brands often tap into the purity and simplicity of their ingredients. They offer a simple solution to a problem. Associated with goodness, modesty and simplicity - they're truthful, honest and reliable. 	 <p>innocent</p>  <p>Dove</p> <p>"It's a simple and simplicity is elegant"</p>	<p>SAGE – UNDERSTANDING</p> <ul style="list-style-type: none"> Driven by a desire to understand and know the world around them. Representing wisdom and destiny, their power is to see and feel the truth. Has faith in the capacity of humankind to learn and grow in ways that make a better world. Wants to be free to think for themselves and to hold their own opinions. Often dignified and occasionally elitist, they have a need for accuracy, freedom and independence. Provide expertise and information, encouraging customers to think for themselves. 	 <p>NATIONAL GEOGRAPHIC</p>  <p>Google</p> <p>"The truth will set you free."</p>	<p>EXPLORER – FREEDOM</p> <ul style="list-style-type: none"> Characterised by being independent, adventurous and daring. Representing self-discovery and challenge. Strong need for self-fulfilment, wanting to be free of the establishment and live by their own values. Represent an internal quest for authenticity. Help people feel free, non-conformist or pioneering. Driven to create new and exciting products and willing to take tough stands for what they believe in. 	 <p>THE NORTH FACE</p>  <p>Jeep</p> <p>"Don't fence me in."</p>	<p>OUTLAW – LIBERATION</p> <ul style="list-style-type: none"> The outlaw is the rebel and challenges the world as we know it. Represents a release of pent-up passions. We are often attracted to outlaw brands as a way of letting off steam. Acutely aware of limitations in society, outlaws are driven to break the rules, challenge convention and create change. Excited by being a little bit bad - admired and feared in equal measure. 	 <p>Virgin</p>  <p>DIESEL FOR SUCCESSFUL LIVING</p> <p>"Rules are made to be broken."</p>
<p>MAGICIAN – POWER</p> <ul style="list-style-type: none"> Clever, gifted and endowed with mystical powers. Seeking amusement through mischief and cleverness. Represent transformational products or services that can take consumers to another place. Create dynamic change within their category by looking at the problem with different eyes. Persuading consumers with an innovative take or a creative angle on things. 	 <p>Disney</p>  <p>dyson</p> <p>"Anything is possible."</p>	<p>HERO – MASTERY</p> <ul style="list-style-type: none"> Strong, confident, disciplined and courageous. Drinks for power, honour and ecstasy. Triumphs over adversity or major challenges and, in doing so, inspires others to be heroic. Representing active success. Hero brands speak to us in a language that helps inspire us to achieve. Often create innovations that will have a major impact on the world and can solve a major social problem. 	 <p>FedEx</p>  <p>NIKE</p> <p>"Where there's a will there's a way."</p>	<p>LOVER – INTIMACY</p> <ul style="list-style-type: none"> The lover is a dashing, chivalrous and romantic figure. Represents all that is desirable and indulgent about life. Someone who experiences joy, delight and ecstasy in the sensory and sensual realms. Brands that focus on creating a multi-sensory experience for consumers. Longing for a better world, filled with delights and pleasures. Lover brands help people belong, find friends and partners, and have a good time. 	 <p>CHANEL</p>  <p>Höagen-Dazs</p> <p>"I only have eyes for you."</p>	<p>JESTER – ENJOYMENT</p> <ul style="list-style-type: none"> Characterised by being fun, original and mischievous. Engage life and embrace the energies of mischief and the desire for change. Energy that allows us to break out of our misperceptions into a world of infinite possibilities. Occasionally misunderstood, shunned or not considered a threat. Helps us live life in the present, allows us to be spontaneous and impulsive. Catalysts for change by reducing category conventions. Openly embrace of self-important and overconfident established brands. 	 <p>M&M'S</p>  <p>BEN & JERRY'S</p> <p>"We're here for a good time, not a long time."</p>
<p>EVERYMAN – BELONGING</p> <ul style="list-style-type: none"> Demonstrates the virtues of simply being an ordinary person. Unselfish, faithful, supportive and friendly. Everyone matters just as they are. The good things in life belong to everyone as a right. Give people a sense of belonging to something larger than themselves. Associated with brands that have an everyday functionality. Down to earth organisational culture - the kind of place where everyone knows your name. 	 <p>eBay</p>  <p>IKEA</p> <p>"You're just like me, and I'm just like you."</p>	<p>CAREGIVER – SERVICE</p> <ul style="list-style-type: none"> One of the most powerful and positive archetypes. An altruist, moved by compassion, generosity and a desire to help others. Holding out the promise of innocence - pure, natural and gentle. Embodying the the essential qualities of a care-giving relationship. Principled - driven by empathy, consistency and trust. Help consumers overcome their desire to be generous and caring with their own external conflicts and the pressures of modern life. 	 <p>LYNX</p>  <p>Johnson & Johnson</p> <p>"Love your neighbour as yourself."</p>	<p>RULER – CONTROL</p> <ul style="list-style-type: none"> The boss, leader, enforcer, king, queen, role model. See themselves as knowing what is good for people - willing to lay down the law. Demands any change that they cannot control. Often linked to high status products that are used by people to enhance their power. Not just wealth and power - also role models for ideal behaviour in society. Other category leaders, representing the accepted way of working. Often a sense of security and stability in an otherwise chaotic world. 	 <p>Mercedes-Benz</p>  <p>ROLEX</p> <p>"Power isn't everything - it's the only thing."</p>	<p>CREATOR/ARTIST – INNOVATION</p> <ul style="list-style-type: none"> Desire to create things of enduring value. Seen in the artist, the writer, the innovator and the entrepreneur. Lead by a vision that taps into the human to imagine. Passion for self-expression, and a desire to create something unique. Ideas that endure can help to achieve a kind of immortality. Inherently non-conformist - stand for something deeply personal, rather than just being it. Give consumers choices and options to help foster innovation or artistic expression. 	 <p>LEGO</p>  <p>YouTube</p> <p>"If it can be imagined, it can be created."</p>



EVERYMAN CAREGIVER HERO

We believe in people.

Altruistic, supportive and friendly, we live to help others help others.

Because we know that each and every person matters.

Powered by a sense of community, we provide care, encouragement and empathy to anyone who needs it.

We're here to remove the barriers and make it easier for everyone to find the hero that lives within.

We're also principled and consistent, sharing our wisdom and morality in the pursuit of building a better world for all.

Although we're on a mission to solve a major social problem, we know that simple solutions are often the most effective.

Unafraid of the truth, honest and reliable, we give everybody the opportunity to feel part of something bigger than themselves.



**FUNDAMENTAL HUMANISM –
WE'RE A FAITH-BASED
ORGANISATION BUT OUR
BELIEF SYSTEM IS TRULY
INCLUSIVE**

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**ESTABLISH CHARITY
CREDENTIALS EARLY ON**

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*POSITIVE, WELCOMING AND
NON-JUDGMENTAL*

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**REMOVING BARRIERS
(PRACTICAL AND CONCEPTUAL)
TO BEING PART OF THE
SOLUTION**

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***ASSERTION OF FACT – THIS IS
INARGUABLE***

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*ONE OF OUR CORE DRIVERS IS
REMINDING SERVICE USERS AND
CLIENTS OF THEIR WORTH*

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**REFERENCING THE UNIQUE
CULTURE AND CLIMATE OF
BRIGHTON – IT'S MORE
INCLUSIVE, WELCOMING AND
SUPPORTIVE THAN MOST
MAJOR CITIES**

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***ROOTED IN AN
UNDERSTANDING OF THEIR
SITUATION AND THE NEED TO
FOCUS ON BUILDING THEIR
CONFIDENCE AND SELF WORTH***

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*OPEN AND ACCESSIBLE TO ALL
– NOT JUST PEOPLE OF FAITH*

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***TWO LEVELS – THE BARRIERS
PREVENTING PEOPLE FINDING
THEIR WAY OUT OF POVERTY,
AND THOSE PREVENTING
OTHERS FROM BEING PART OF
THE SOLUTION***

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***EVERYDAY HEROISM BEGINS
WITH EMPATHY AND
EMPOWERMENT***

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***ALWAYS DOING WHAT'S
RIGHT, EVEN WHEN IT'S
DIFFICULT***

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***HARD-WON KNOWLEDGE
ABOUT HOW TO WORK
WITHIN AND AROUND THE
SYSTEM***

We believe in people.

Altruistic, supportive and friendly, we live to help others help others.

Because we know that each and every person matters.

Powered by a sense of community, we provide care, encouragement and empathy to anyone who needs it.

We're here to remove the barriers and make it easier for everyone to find the hero that lives within.

We're also principled and consistent, sharing our wisdom and morality in the pursuit of building a better world for all.

Although we're on a mission to solve a major social problem, we know that simple solutions are often the most effective.

Unafraid of the truth, honest and reliable, we give everybody the opportunity to feel part of something bigger than themselves.

***OUR VISION IS BIGGER THAN
JUST SOLVING THE
IMMEDIATE PROBLEM FACING
US – A MORE EMPATHETIC
WORLD BENEFITS US ALL***

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***HOMELESSNESS AND POVERTY
ARE MAJOR SOCIAL PROBLEMS
– AND REQUIRE A
CULTURAL/SOCIETAL RESET***

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*DOING GOOD DOESN'T HAVE
TO BE COMPLICATED OR
POLITICISED*



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*PEOPLE PREFER TO LOOK
AWAY RATHER THAN
ACKNOWLEDGE DIFFICULT
TRUTHS OR HAVE AWKWARD
CONVERSATIONS*



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***IT'S NOT A SOCIETY IF EVEN
ONE PERSON FEELS EXCLUDED***





OFF THE FENCE

MANIFESTO



OFF THE FENCE

MANIFESTO

- † In order to stand out, our brand needs to do more than simply represent a service or product.
- † We also need to personify a set of lifestyles and beliefs, or a list of goals and rules.
- † Our brand manifesto helps us to clarify what our business is all about.
 - † What we believe
 - † What we stand for
 - † Why other people should care

WE BELIEVE THAT...

Everyone is of equal value

It's all of our responsibility

Poverty is a choice, but not for the people who experience it

There is such a thing as society, and community is our birthright

Choice is a privilege

Happiness is a right, not a privilege

Someone cares about our users

Change is possible

Broke doesn't mean broken

There is a future free from social poverty and inequality

A second chance is not a matter of chance

Everyone has to be on the field before it can be levelled

We are not a community if one person is excluded

Tomorrow can be better

It's all about the one

Misfortune doesn't discriminate, but policy makers do

It's better to give than to receive

Anything is possible

WE WANT TO...

Show	• Show that homelessness is not inevitable
Build	• Build a more empathetic world
Demonstrate	• Demonstrate that poverty is not a character defect
Provide	• Provide meaningful solutions beyond the short-term fix
Restore	• Restore futures
End	• End homelessness in Brighton & Hove
Teach	• Teach the world to stop making assumptions
Change	• Change the way the world thinks about poverty
Love	• Love with a love unapparelled
Empower	• Empower the homeless to help themselves
Champion	• Champion a more empathetic world
Eradicate	• Eradicate homelessness in Brighton & Hove once and for all
Harness	• Harness the power of community
Remove	• Remove despair, add hope, enable restoration.
Create	• Create a living breathing, self-aware community
Encourage	• Encourage people to feel part of the solution
Give	• Give people a helping hand when no one else will

WE KNOW THIS TO BE TRUE...



WE WILL...

Advocate	Advocate for the disenfranchised and left behind
Create	Create the means for the community to heal itself
Make	Make meaningful change for all our futures
Leave	Leave each day better than we found it
Empower	Empower choice
Include	Include everyone, since a community can't exist if even one person is excluded
Understand	Understand that every situation is different
Unlock	Unlock the future people deserve
Find	Find our fame in achieving real change
Restore	Restore hope
Enable	Enable change
Level	Level the playing field
Defend	Defend those that can not defend themselves
Activate	Activate change
Resist	Resist poverty
Change	Change mindsets around the issues
Educate	Educate. Facilitate. Advocate.

OFF THE FENCE MANIFESTO

No-one wants to talk about the homeless.

People think that poverty is a character defect.

But it's only ever a choice for those who make the policies.

Most of us are only ever a few months away from potential hardship.

So we're all closer to the problem than we realise.

Off-The-Fence believes that tomorrow can be better.

In a future free from social poverty and inequality.

It starts with building a more empathetic world.

One where people step in, rather than stepping over, those in need.

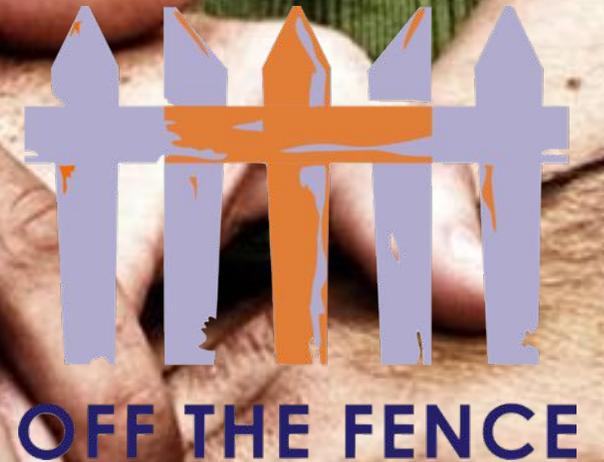
Because there's a difference between being broke and broken.

We advocate for the disenfranchised and left behind.

Providing solutions beyond a short-term fix and making meaningful change for all our futures.

Together, we can harness the kind of community that's everyone's birthright, and leave each day better than we found it.

The solution begins today.



CHALLENGING
EVERYONE TO
BECOME PART
OF THE
CONVERSATION

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SHIFTING
PERCEPTION AWAY
FROM ALL-TOO-
COMMON VICTIM-
BLAMING. POVERTY
IS NOT A FAILURE
OF THE PERSON
LIVING IN IT

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ADDRESSING THE
POLITICISING OF
POVERTY AND
NEGLECTFUL
CHOICES OF THOSE
IN POWER

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IN TIMES OF
FINANCIAL
UNCERTAINTY,
WE'RE ALL MORE
AT RISK

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EMPATHY COMES
FROM BEING ABLE
TO IMAGINE
YOURSELF IN
SOMEONE ELSE'S
POSITION

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WE'RE ABOUT
OPTIMISM AND
OPPORTUNITY, NOT
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DARING TO DREAM
BIG BEYOND THE
IMMEDIATE ISSUE

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THINKING BEYOND
OUR IMMEDIATE
FOOTPRINT, AND
IMPACTING
SOCIETY AS A
WHOLE

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EVOKING THE GOOD
SAMARITAN

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**BUILDING CLIENTS
UP, RATHER THAN
FOCUSING ON
DEPENDENCY**

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SPEAKING UP FOR
THE VOICELESS,
NOT JUST THE
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LONG-TERM
APPROACH TO
TRANSFORMING
PEOPLE'S
FUTURES



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WELL-
INTENTIONED BUT
SHORT-LIVED
PROGRAMMES
WON'T SOLVE
CLIENTS'
PROBLEMS



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WE ALL GET TO
BENEFIT FROM A
KINDER, MORE
EMPATHETIC AND
EQUAL SOCIETY



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POWER AND
POTENTIAL IS
ALREADY IN
EVIDENCE



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LEGACY THAT
EVERYONE CAN
OWN



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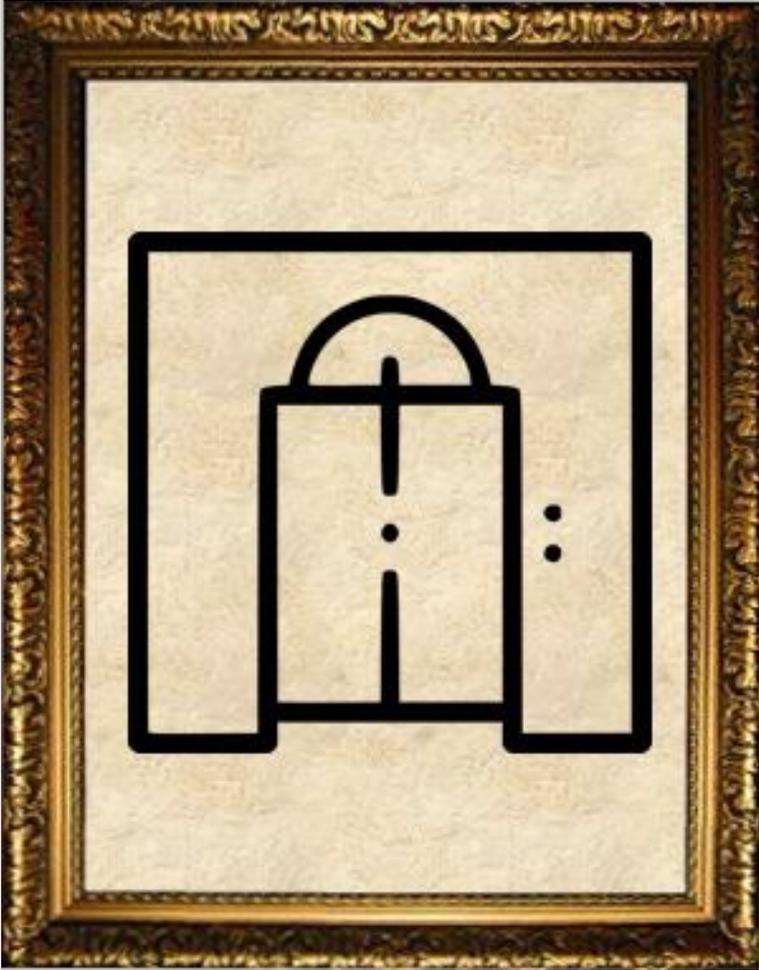
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THERE'S NO TIME
FOR
PROCRASTINATION
- A FINAL CALL -
TO-ACTION





OFF THE FENCE

ELEVATOR PITCH

POSITIONING STATEMENT

For [target audience] that [unmet needs/cares about],
Off The Fence is a [category/solution] that [value
proposition/benefit].

Unlike [competition/competitor set], Off The Fence is
[unique differentiator/reasons to believe].



POSITIONING STATEMENT

Audience

Target

Who are your target customers?
The 'for...'

Problem

Unmet need

What problem or need are you solving?
The 'who...'

Category

Competitive set

What is Off The Fence specifically?
The 'is a...'

Value Proposition

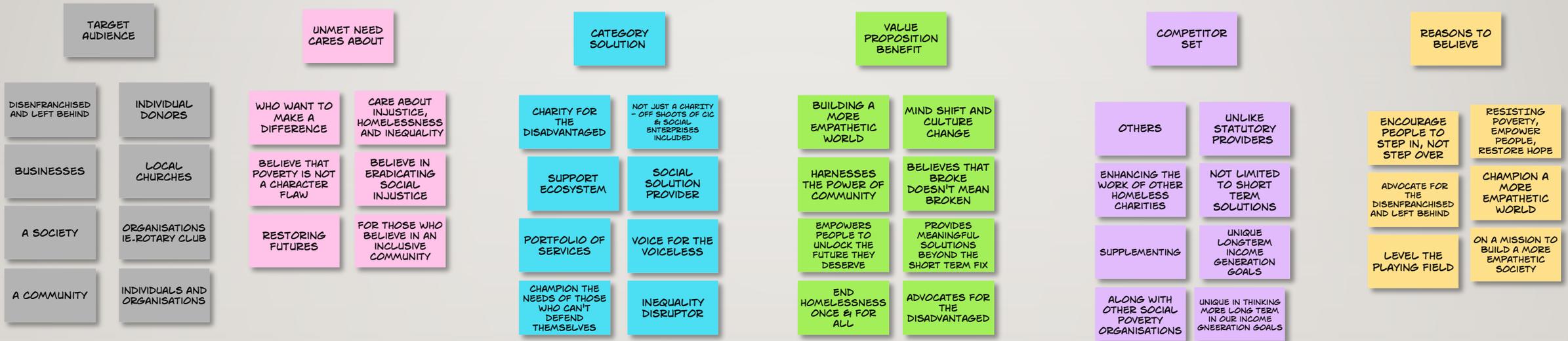
Key benefits

How do we solve problems uniquely?
The 'that...'

Differentiation

Reasons to believe

What makes us different to the competition?
The 'unlike...'





OFF THE FENCE

ELEVATOR PITCH

For individuals and organisations that believe in eradicating social injustice, Off The Fence is an inequality disruptor that advocates for the disadvantaged.

Unlike statutory providers, Off The Fence is on a mission to build a more empathetic society by encouraging people to step in not step over, as well as leveling the playing field in order to end social exclusion once and for all.



OFF THE FENCE

HERO'S JOURNEY

THE HERO'S JOURNEY



The archetypal story structure found in all myths and legends



Recognisable in practically every film, from The Wizard of Oz to Star Wars



Identified by Joseph Campbell in *The Hero With a Thousand Faces* and developed by Christopher Vogler in *The Writer's Journey*



By embracing the classic storytelling structure, we can think differently about how we tell the story of our business



You become the hero of the story, and we plot our details against the established format



BRAND AS HERO



Context and background
The unique culture of Brighton as a welcoming haven for the dispossessed

How is the world changing?
Cost-of-living crisis combined with the increasing dehumanization of those in need

How did we come up with the big idea?
A groups of churches and charities recognized the need to pool their resources, get off the fence and act

What problem are we here to solve?
Disrupting the concept of inequality to end homelessness, poverty and social injustice

How will our achievement impact the world?
A kinder, more empathetic world, where people no longer see disadvantage as a character flaw

What will success look like
When we've eradicated homelessness and social exclusion from this area

Moment of failure and what we learned from it
Brighton is a beacon of hope and kindness, but this in itself can exacerbate the problem

Who is helping along the way – advisors, investors, developers?
Donors, sponsors, partners and anyone who wants to help make positive change

Describe the steps on our journey
Working with clients, helping them to help themselves, and encouraging more people to step up and be part of the solution

THIS IS YOUR STORY — WHAT WILL YOU MAKE OF IT?



Supplier Negotiations

Digital

P.R.

Marketing

INTERNAL COMMS

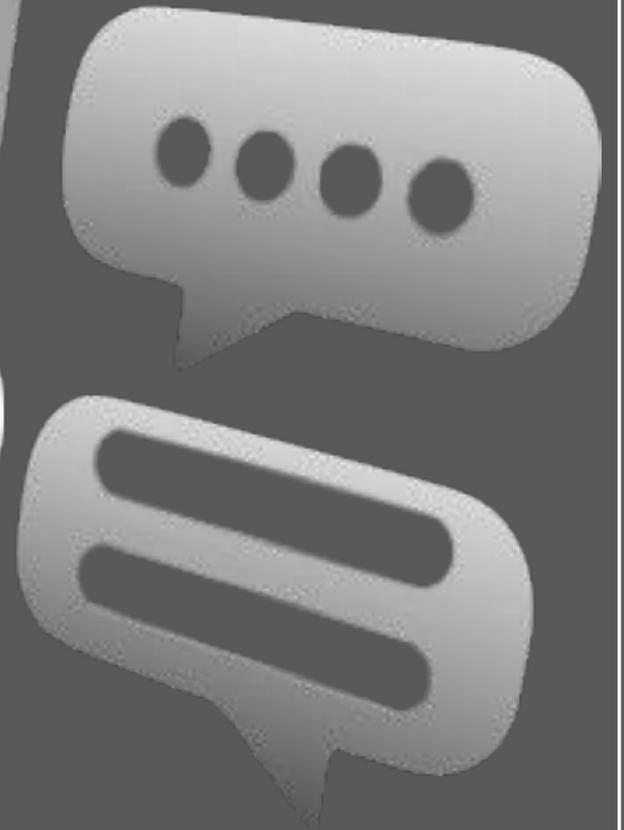
Investor Relations

Pitches



The End

INSIDESTORIES



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