

# INSIDESTORIES





# STORYTELLING FOR BUSINESS

**OFF THE FENCE**

# AUDIENCE FIRST



## FEEL

## THINK

## KNOW

## DO

JOY	HOPE	PASSION	EXCITEMENT	EFFECTIVE	ENGAGED	EMOTIONAL	ONSIDE	THEY'RE HUMAN AND LIVE	SOMEONE CARES ABOUT THEM	THEY MATTER	THEY'RE HAPPY	FEELING POSITIVE	FIND US	LET US HELP YOU	TELL US	TELL OTHERS
INSPIRED	HOPEFUL	LOVE	BELIEF	EXCITED	HUNGRY TO JOIN US	EDUCATED	INSPIRED	CHANGE IS POSSIBLE	KNOW WHY THEY MATTER	ANYTHING IS POSSIBLE	THEY ARE RESILIENT	WE CAN HELP	ASK FOR HELP	ACCEPT HELP	DONATE	VOLUNTEER
CONCERNED	LOVE	PROTECTED	SAFE	ADMITTED	WILLING	HUMBLE	POSITIVE	ADMITTED WE'RE NOT PERFECT	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING
APPROVED	WILLING	HUMBLE	POSITIVE	ADMITTED	WILLING	HUMBLE	POSITIVE	ADMITTED WE'RE NOT PERFECT	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING	WE'RE TRYING TO DO THE RIGHT THING
APPROVED	HUNGRY TO HELP	EMOTIVE	BESTOwed	EDUCATED	EMOTIONAL	ONSIDE	THEY'RE HUMAN AND LIVE	SOMEONE CARES ABOUT THEM	THEY MATTER	THEY'RE HAPPY	FEELING POSITIVE	FIND US	LET US HELP YOU	TELL US	TELL OTHERS	
RESISTANT	CONFUSED	RESISTANT	WORRIED	RESISTANT	CONFUSED	RESISTANT	WORRIED	RESISTANT	CONFUSED	RESISTANT	WORRIED	RESISTANT	CONFUSED	RESISTANT	WORRIED	RESISTANT
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**KNOW**

- WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.
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**DO**

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## THE GOLDEN CIRCLE



## ARCHETYPES



**OPTION 1 CORPORATE**

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**OPTION 2 DIDACTIC**

WE'RE DEIVEN BY THE BELIEF THAT THERE IS SUCH A THING AS SOCIETY, AND COMMUNITY IS OUR BIRTHRIGHT.

**OPTION 3 FAITH BASED**

WE BELIEVE THAT BROKE DOESN'T MEAN BROKEN.

**PURITY OF PURPOSE BUT NOT INNOCENCE**

SAGE - Understanding

EXPLORER - Freedom

OUTLAW - Liberation

MAGICIAN - Power

HERO - Money

EVERYMAN - Belonging

POWERFUL AND IN A POSITION TO INFLUENCE

ESTER - Empowerment

CLIENTS ARE CAPABLE OF BEING WISER THAN US

8 - Agency

CREATOR - Innovation

DISAPPOINTED SERVICE

RULER - Control

CREATOR - Innovation



SOMETIMES REALITY IS TOO COMPLEX. STORIES GIVE IT FORM.

VOTE TALLY: EVERYMAN CAREGIVER HERO WITH A DASH OF SAGE AND INNOCENCE (PURITY OF PURPOSE)



## MANIFESTO

<b>WE BELIEVE</b>	THAT DIVORCING IS OF EQUAL VALUE	POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	THIS IS SOOK A TRAGEDY, NOT A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	HAPPINESS IS A CHOICE, NOT A PRIVILEGE	IT'S ALL OUR RESPONSIBILITY	CHANGE IS A PRIVILEGE
<b>ATTITUDES, BELIEFS AND OPINIONS</b>	SOME ONE CARES ABOUT THEM	BROOD	WE DON'T WANT TO BE IN THE MIDDLE OF A CHOICE	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.
<b>WE WANT TO</b>	BUILD A MORE EMPATHETIC WORLD	CHANGE THE WAY WE LOOK AT THE WORLD	WE WANT TO FEEL PART OF THE COMMUNITY	WE WANT TO FEEL PART OF THE COMMUNITY	WE WANT TO FEEL PART OF THE COMMUNITY	WE WANT TO FEEL PART OF THE COMMUNITY
<b>WE KNOW THIS TO BE TRUE</b>	RECEPTIONS, REAGENTS AND TACTICAL, STRATEGIES	POVERTY IS NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.
<b>WE WILL</b>	ACHIEVE CHANGE	RESISTANT	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.	WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.

**TODAY, WE WRITE A MANIFESTO**

YOUR FIRST SENTENCE CONTAINS THE FIRST WORD OF THE FIRST SENTENCE.

MEMBERSHIP

WE BELIEVE THAT POVERTY IS A CHOICE, NOT A TRAGEDY. IT'S NOT A TRAGEDY, IT'S A CHOICE. IT'S NOT A TRAGEDY, IT'S A CHOICE.

**ONE WORD, SENTENCES.**

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**KUMQUAT.**



MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS
MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS
MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS
MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS	MARKET ADDRESS

## ELEVATOR PITCH

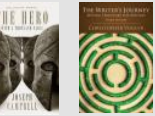
YOUR TARGET AUDIENCE THAT (cannot needs/care about), your brand is a (category/solution) that (value proposition/benefit).

YOUR COMPETITION/COMPETITOR SET, (your brand is) (unique differentiator/reasons to believe).

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## HERO'S JOURNEY

<b>YOUR BRAND</b>	CONTEXT AND BACKGROUND WHERE DOES OUR STORY BEGIN?	INCITING INCIDENT WHERE DOES OUR VOILEY?	CROSSING THE THRESHOLD HOW DO YOU SET OUT ON YOUR JOURNEY?
<b>OTHERS</b>	WHO'S GUIDING YOU - WHO'S YOUR MENTOR?	HAVE THE VILLAIN - WHAT IS THE THREAT TO ELIMINATE?	TALK ABOUT THE CHALLENGES YOU'VE FACED
<b>RESPONSE TO BELIEVE</b>	WHAT'S YOUR SUPERPOWER?	WHAT DOES YOUR VOICE SAY TO OVERCOME?	AND THEN WHAT? WHERE DO YOU GO FROM THERE?



- Your Brand
- Context and background
- Inciting incident - what changed?
- Describe your big idea - setting out
- Friends and allies
- Who's guiding you?
- What and who you eradicate?
- Describe the challenges you've faced
- What is the final showdown?
- Home of failure and learning
- What victory looks like
- Visualize the improved world

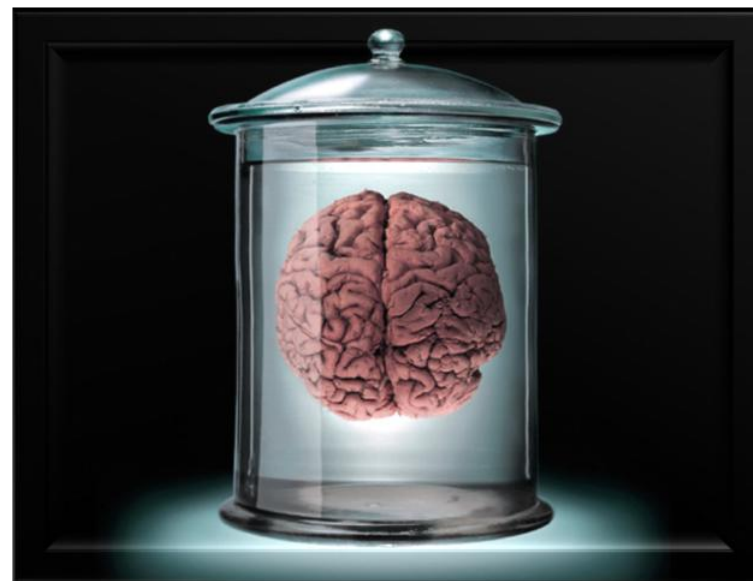


Sometimes reality is too complex.

Stories give it form.

JEAN LUC GODARD

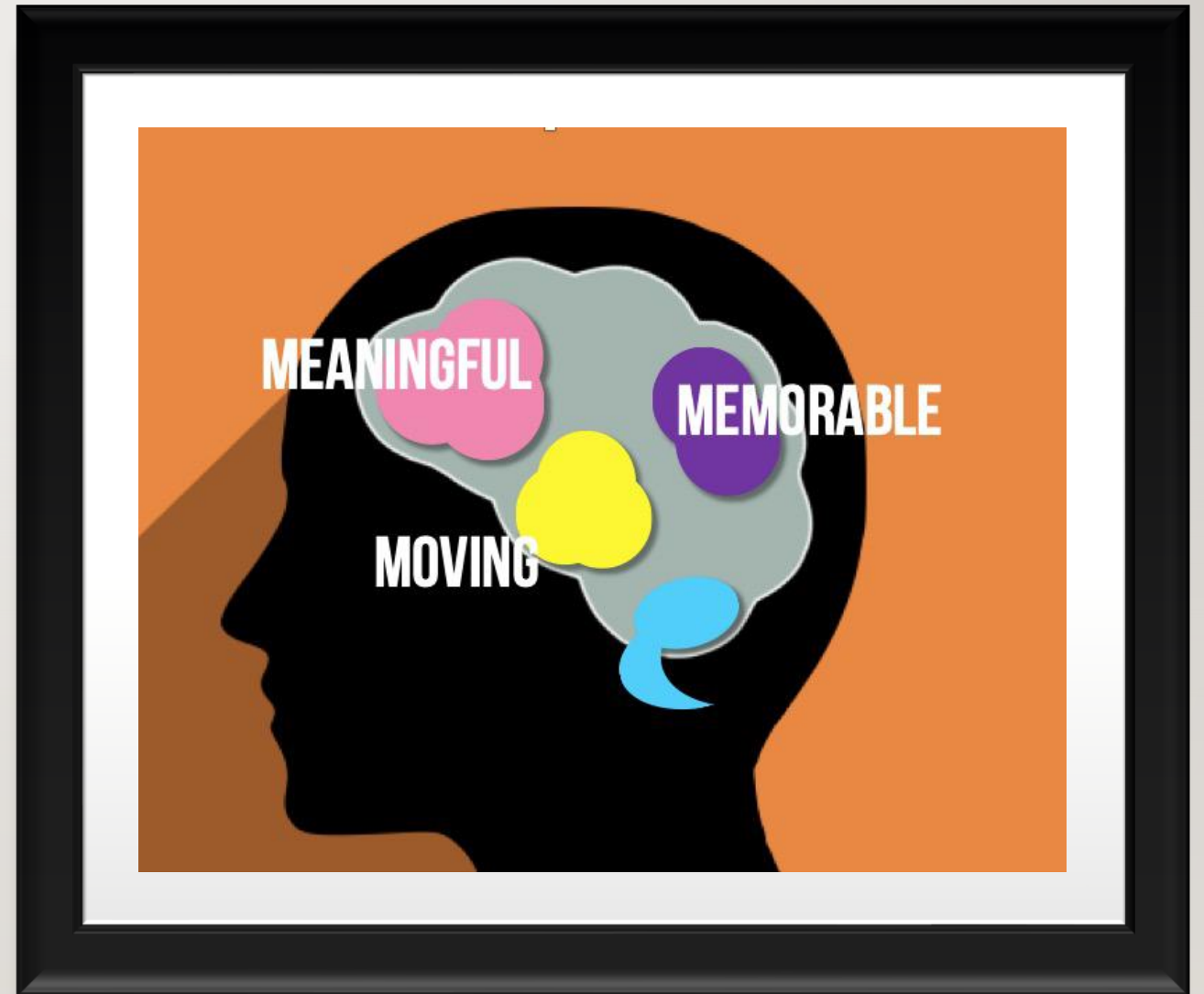
WHAT  
HAPPENS  
TO THE  
BRAIN  
WHEN WE  
HEAR A  
STORY?



# KEEPING IT SIMPLE

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





## MEANINGFUL

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



## MEMORABLE

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

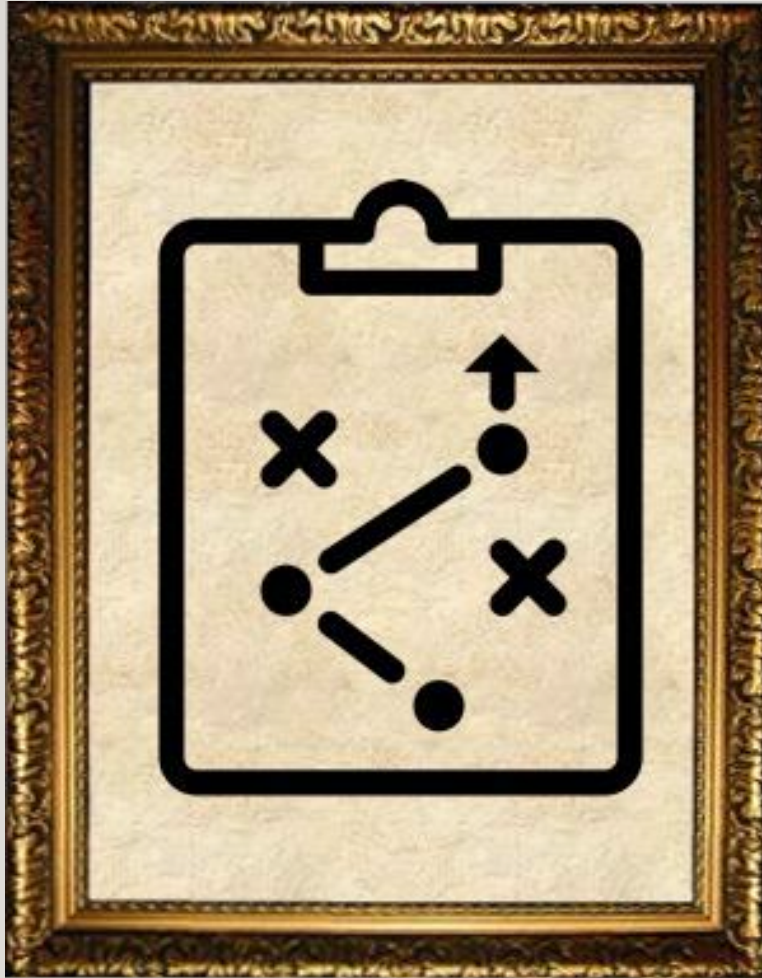




## MOVING

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



**OFF THE FENCE**

**STORY PLANNING**



# AUDIENCE FIRST

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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**

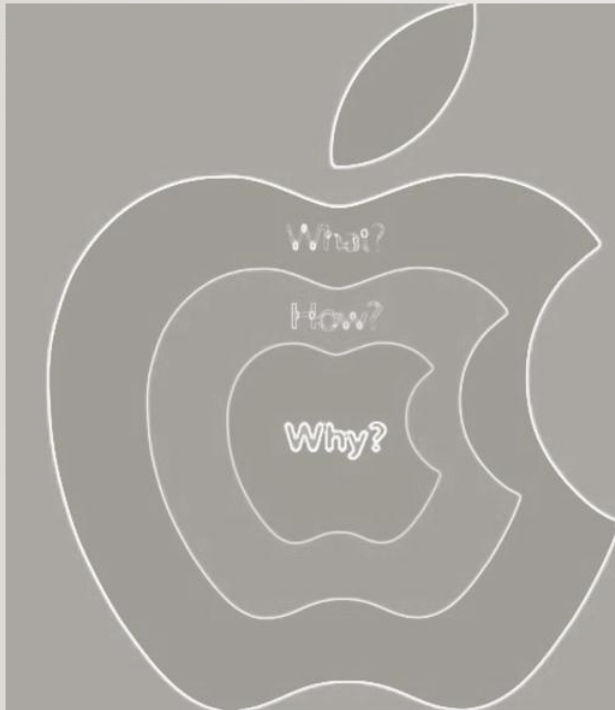
**GOLDEN CIRCLE**





# APPLE EXAMPLE

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## ⊕ WHY?

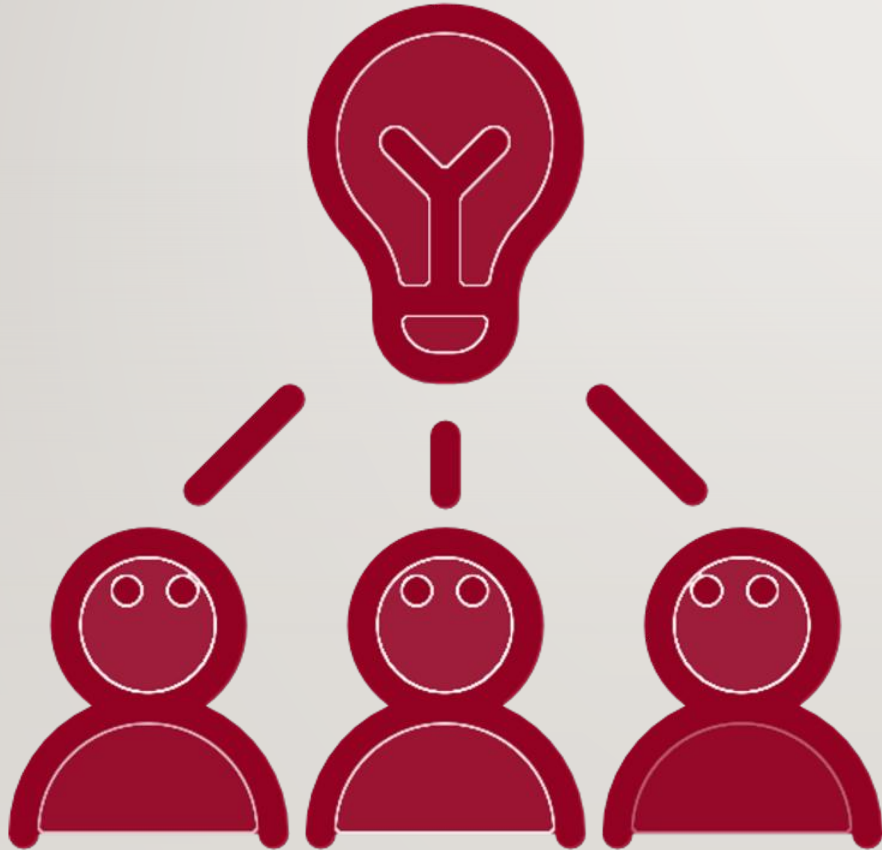
We believe in challenging the status quo. We believe in thinking differently.

## ⊕ 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.



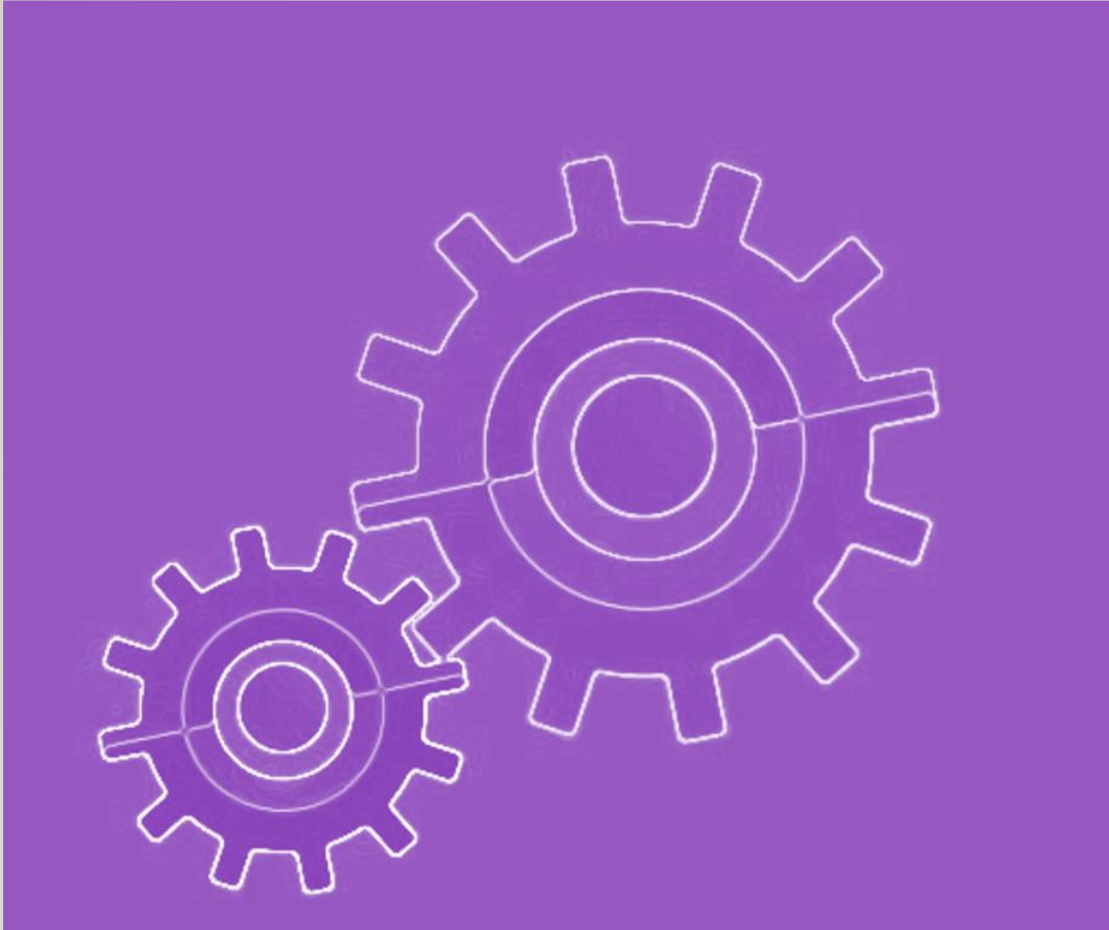
# WHY – WHAT'S OUR PURPOSE?

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- † 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

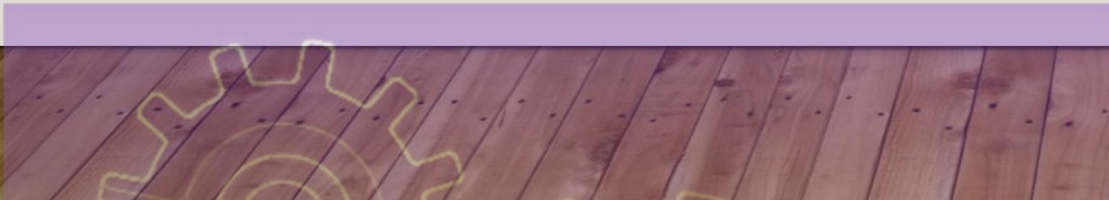
- † To leave each day better than we found it
- † To achieve a true community of purpose
- † To show the world that poverty may be a choice, but only for those in power
- † To materially improve people's lives if politicians won't
- † To be mindful that it could happen to any of us
- † To arm the disadvantaged 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

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- ⊕ 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

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- † 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

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

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***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	<ul style="list-style-type: none"><li>• Show that homelessness is not inevitable</li></ul>
Build	<ul style="list-style-type: none"><li>• Build a more empathetic world</li></ul>
Demonstrate	<ul style="list-style-type: none"><li>• Demonstrate that poverty is not a character defect</li></ul>
Provide	<ul style="list-style-type: none"><li>• Provide meaningful solutions beyond the short-term fix</li></ul>
Restore	<ul style="list-style-type: none"><li>• Restore futures</li></ul>
End	<ul style="list-style-type: none"><li>• End homelessness in Brighton &amp; Hove</li></ul>
Teach	<ul style="list-style-type: none"><li>• Teach the world to stop making assumptions</li></ul>
Change	<ul style="list-style-type: none"><li>• Change the way the world thinks about poverty</li></ul>
Love	<ul style="list-style-type: none"><li>• Love with a love unapparelled</li></ul>
Empower	<ul style="list-style-type: none"><li>• Empower the homeless to help themselves</li></ul>
Champion	<ul style="list-style-type: none"><li>• Champion a more empathetic world</li></ul>
Eradicate	<ul style="list-style-type: none"><li>• Eradicate homelessness in Brighton &amp; Hove once and for all</li></ul>
Harness	<ul style="list-style-type: none"><li>• Harness the power of community</li></ul>
Remove	<ul style="list-style-type: none"><li>• Remove despair, add hope, enable restoration.</li></ul>
Create	<ul style="list-style-type: none"><li>• Create a living breathing, self-aware community</li></ul>
Encourage	<ul style="list-style-type: none"><li>• Encourage people to feel part of the solution</li></ul>
Give	<ul style="list-style-type: none"><li>• Give people a helping hand when no one else will</li></ul>

# WE KNOW THIS TO BE TRUE...

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# WE WILL...

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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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The solution begins today.

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

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.

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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  
DESPAIR

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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  
HOMELESS

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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  
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EMPATHETIC AND  
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POWER AND  
POTENTIAL IS  
ALREADY IN  
EVIDENCE



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LEGACY THAT  
EVERYONE CAN  
OWN





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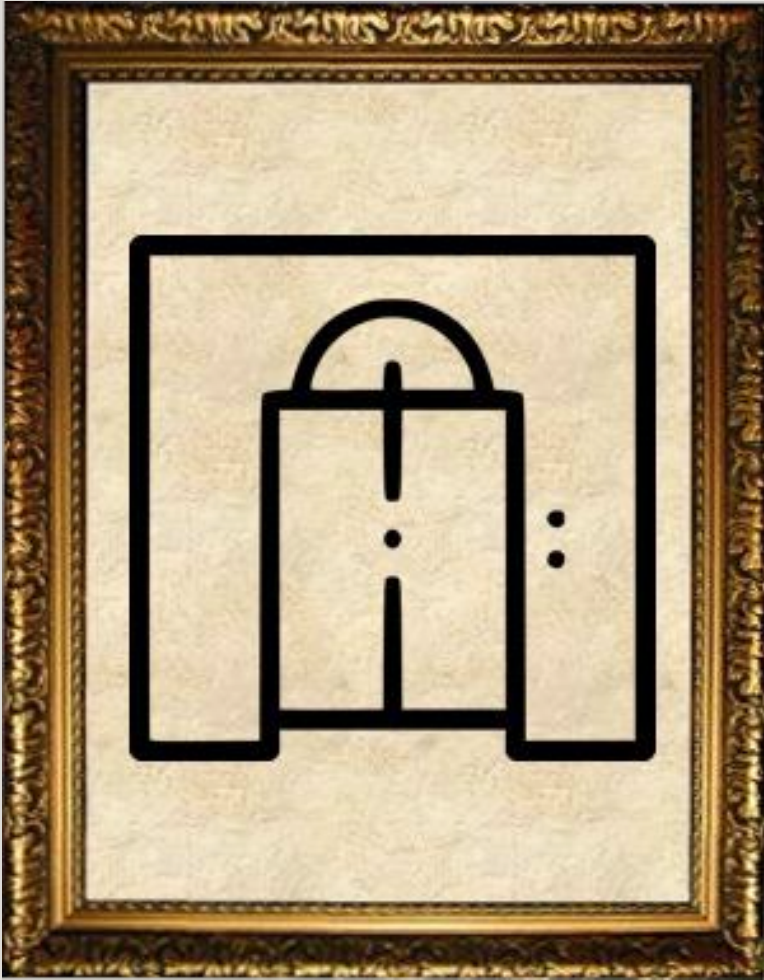
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THERE'S NO TIME  
FOR  
PROCRASTINATION  
- A FINAL CALL -  
TO-ACTION





**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

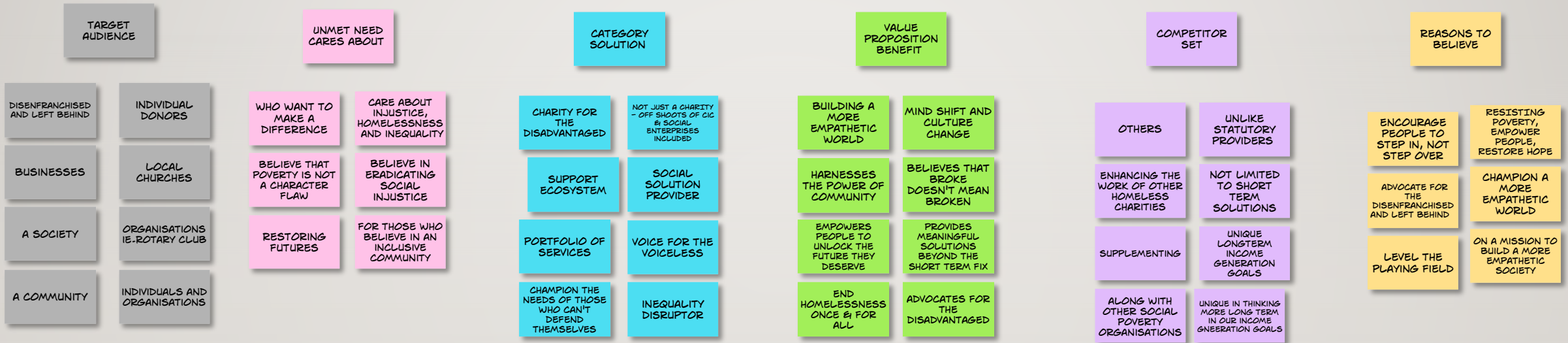
Key benefits

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**

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# 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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