

Re:storying Communications Workshop

with Niels Devisscher, Emilie Grau and Jean-Philippe Steeger

Agenda

- Getting to know each other
- Visualization exercise
- What is re:storied?
- Two perspectives on communications
- Breakout ideation session
- Self-reflection
- Next steps

Break room #1

What intrigued you when signing up for this workshop on regenerative communications?

Visualization exercise



Why are we here today ?

The Shaman and PR

2 perspectives on communications





The traditional or tribal shaman... acts as an intermediary between the human community and the larger ecological field, ensuring that there is an appropriate flow of nourishment, not just from the landscape to the human inhabitants, but from the human community back to the local earth. By his constant rituals, trances, ecstasies, and “journeys,” he ensures that the relation between human society and the larger society of beings is balanced and reciprocal, and that the village never takes more from the living land than it returns to it—not just materially but with prayers, propitiations, and praise.”

— David Abram, *The Spell of the Sensuous*



those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. We are governed, our minds are molded, our tastes formed, and our ideas suggested, largely by men we have never heard of... It is they who pull the wires that control the public mind.

— Edward Bernays, *Propaganda*



How can we learn to see communications from a perspective that is alive, that contributes to the wellbeing of all life?

We're here to explore this question together with you.

Break-out room #2

How would communications in a thriving world look like for you?

Feeding back

Self-reflection

What do I need as a communicator to live and work from a place of regeneration?

What's next ?

re:storied sessions

monthly workshops + community deep dives (April - September)



1. Re:storying narratives for a regenerative era

- communication challenges today
- the narratives of separation and regeneration
- nature's communication patterns

2. Re:vitalising our role as communicators

- the history of marketing, communications and PR
- the soil and roots of our practice
- stewarding communications as ecology

3. Re:enchancing our practice and storytelling

- eco-(de)centred & multi-species storytelling
- multi-sensual communication tools
- magnetism and communication styles

4. Re:connecting to the spaces of transformation

- contemporary attention landscapes
- communicating the essence of places, communities & brands
- wise uses of technology

5. Re:sensing the signs of change

- reading the signs of the more-than-human world
- the art and mastery of hosting conversations
- giving visibility of the subconsciousness

6. Re:orienting our action through wisdom

- spirituality in communications
- indigenous and postcolonial perspectives
- cycles and rhythms of transformation

Launch workshop

re:storied memberships

villager

- Access to re:storied space
- Access to self-learning resources
- Monthly community sessions
- Monthly regenerative communications workshops

voyager

villager +
1h monthly (can be accumulated) of 1-1 coaching, mentoring and/or creative brainstorming for your project.

vortex

villager +
our whole host team is available to holistically support you in your communication project.



re:storied

restoried.earth/offer

“Whom to believe, honest friend, I can tell you this: believe life - it teaches better than orators and books.”

Johann Wolfgang von Goethe

Are you ready to be re:storied?