

Communicate: Disrupt: Transform

A Changemakers Virtual Residential

2-3 Dec 21

Full Schedule - with session description and guest bios

Communicate: to listen, synthesise, summarise, exchange, dialogue, promote, argue, express, campaign, persuade, respond, reply

This Virtual Residential focuses on **communications for a diffuse, disrupted era**. What do you say and why? How do you say it? How do you build a campaign? What tools are the best to use, and in what context? How do you build a compelling story? Why is that important? How do you communicate well with others? Are the assumptions you hold about how and why you communicate the best sort? (Spoiler: they might not be).

Communication and disruption here refers to a dialogic tradition - where we learn and evaluate what we know through a process of engaging with other minds, other ideas, other ways of being. Our operating framework is that getting better at what and how we communicate is critical for changing situations, building relationships, and addressing challenges. We're also persuaded that communicating well with ourself, others and the world is a set of mindsets and skills that can be learned.

This 2-day residential invites you to deep-dive into communication - styles, techniques, tools, platforms - to help you find more effective and better paths for what you're attempting to do: succeed in exams, convince people to back your ideas, land a job, lead a committee, launch an initiative, build a movement for social change.

As always, Changemakers doesn't promise answers but instead works to challenge your thinking, assumptions and questions. You'll get to do this via hands-on experience and access to experienced coaches and guest teachers.

Our work together will include the following: group presentations and discussions; breakout room discussions in small groups or pairs; peer-coaching circles; and solo exercises. Readings, references, slides and the group chat channel will be available via CM Teams for twelve months after the residential.

Thursday 2 Dec

10am

Communicating in diffuse, disrupted, demanding contexts

Dr Alison Wood, Academic Director, Homerton Changemakers

Here we set the scene for our work together:

- interrogating and refining our definitions of communication
- building tools right away for improving our ability to perceive, listen and engage
- introducing some emerging models of communications

11.15am

Break

11.30am

The secrets and splendour of storytelling

Simon Hall - award-winning author, journalist & CEO of Creative Warehouse

It's a beautiful art, often underrated, but absolutely essential in persuading people of your case, argument, or innovation.

1pm

Offline. *A break; reflection and reading; your second coaching circle*

4-5.30pm

Attention is a super-power

Dr Alison Wood - Director, Homerton Changemakers

It's a cliché but a real one: where you direct your attention defines so much of your life, achievements and successes. Where you direct *other* people's attention also defines so much of what gets done. We'll spend this session connecting concepts to practice - especially how to go deep when the world teaches you how to skim.

7.30-9pm

Communication Stories - a discussion forum

Cordelia Brown, University of Cambridge

'Internal Comms'

The University has a diverse body of staff & students - how do you best communicate with such a varied audience? Cordelia will take us through the different forms of communication currently in play and why, particularly digital forms that encourage diverse perspectives.

Shukria Razaee, poet, activist and human rights graduate

'A Personal Story'

Using poetry to tell my story

Fri 3 Dec

10am

Groundhog - playing with difficult conversations

Johnnie Moore, founder of of Unhurried, Creative Facilitator

A session on difficult conversations, exploring how we can practice bringing a more playful energy to help us find more satisfying ways to engage in high-stakes encounters and confrontations. There's no preparation needed, but if you want to get a flavour of what Johnnie will be talking about this [7 minute podcast episode](#) might be of interest.

11.15am

Break

11.30am

Using social media to define and amplify your message

Sue Keogh, social media and digital comms expert, founder of Sookio

Digital content expert Sue Keogh gives key insights into the opportunities social media gives you to a) demonstrate thought leadership and b) communicate your ideas. She'll share practical advice on developing your personal profile and the techniques you can use across different digital platforms to make a genuine impact.

1-4pm

Offline. *A break; reflection and reading; your third coaching circle*

4-5.15pm

Amplifying your abilities: reflecting on the learning

BIOGRAPHIES of the TEAM



Cordelia Brown

Since graduating from Homerton in 2014, I have worked in a range of sectors including the antiques trade, student administration, and communications. Currently, I am Internal Communications Officer at the University of Cambridge in the central Office of External Affairs and Communications. This involves a wide range of topics to work on; whether national pension debates, emergency management, writing articles, or building and designing websites and intranets, there is never a dull moment! I consider myself very much a 'people person' and enjoy networking, exploring this aspect of communication in each of my roles throughout my career. I have also developed expertise in digital communications during my career, and am right this minute working on developing a central University intranet.



Simon Hall runs his own business communication agency, Creative Warehouse, and is a journalist, author, business coach and university tutor. He teaches communications, media, business and public relations skills at the University of Cambridge, for

government departments, and private business. Simon has a series of books on business communication – from public speaking, to writing blogs, to how to secure media coverage - published, along with eight novels, all in the thriller genre. Previously, he was a broadcaster for twenty years, mostly as a BBC Television, Radio and Online News Correspondent,

specialising in business and economics, home affairs, and the environment. He is also a columnist for Business Digest and a writer for Business Weekly magazines, and has contributed articles to a range of newspapers, written short stories, plays, screenplays, BBC radio comedy, and even a pantomime (oh, yes he has!). For more on Simon and Creative Warehouse see www.thetvdetective.com and www.creative-warehouse.com



Dr Soraya Jones, Facilitator for the Residential

Soraya is the Senior Programme Lead for the ambitious and innovative Homerton Changemakers Programme. After many years as part of the senior leadership team of Tribal Technology (part of Tribal Group Plc), Soraya became the first CEO of Cambridge Wireless (CW) from 2007 to 2015, where she was successful in growing the business from a one-person company to a membership cluster of over 425 companies and 20 industry-focused Special Interest Groups Forums, making it one of the premier tech clusters in the UK. She stepped down in 2015 to pursue other ventures including becoming an entrepreneur-in-residence at St. John's Innovation Centre and setting up her own consultancy business. She is also on the board of UEA Innovation Advisory board and is also the INNOVATEUK Ambassador for Women in Innovation. Born in Malaysia, Soraya holds BSc and MSc degrees from Indiana University, USA, and a PhD from the University of Cambridge (Education). She is driven by her passion to promote innovation and entrepreneurship, especially amongst the next generation.



Sue Keogh

Established in Cambridge in 2008, Sue Keogh's consultancy Sookio is an award-winning digital

marketing agency specialising in content creation, strategy and training. It specialises in understanding the latest digital marketing trends and techniques and helping businesses achieve their goals through digital marketing training, attention-grabbing copywriting, social media, video and design.



Johnnie Moore

I love helping people work better together. I'm optimistic about everyone's capacity to discover new ways to collaborate and grow. We all have it in us. I

work as a facilitator and coach, working with managers and leaders. I'm a visiting tutor at the Saïd Business School at Oxford University. I'm a guest columnist for Fast Company and CEOWORLD magazine. I've written two books: *Unhurried at Work* and *Creative Facilitation*. I've worked around the world, across many different cultures. I'm also the host of [Unhurried Conversations](#), a simple but powerful format for more engaging contact between people. Before becoming a trainer/facilitator, I worked in advertising - including running my own agency. For more info, visit: creativefacilitation.com



Shukria Razaei is a Hazara from Afghanistan. She has been living in the UK since late 2011 from the age of fourteen. She studied for her GCSEs and A-Levels in the UK during which she began to write

poems. Her writings are primarily about her refugee journey and the plight of her Hazara people. Her poems have been featured on BBC Radio, Channel Four and published in various other anthologies and online media. Shukria has completed her bachelors in PPE and recently her Masters in Human rights through scholarships. It was the difficulties of her own academic journey

that inspired her to launch UniArk earlier this year to support students from persecuted backgrounds like herself to access higher education in the UK, US & Europe. She hopes to continue her career within the NGO and charity sector.



Dr Alison Wood, Director of the

Residential. Alison is a Fellow of Homerton College and directs Homerton

Changemakers, a pioneering programme equipping students to be wise change-agents amidst complexity and challenge. Her work takes in scholarly & popular domains, focused on the philosophy of education, the future of Universities, and ideas of modern selfhood. Right now she is turning those interests more explicitly to the role that universities must play in building educated selves and societies crucial for whole-system-thriving in the era of climate emergency. Australian born and bred, she's also a musician and has long-standing interests in arts, psychotherapy, high-performance, and institutional reform.