

## Guidance for Story Tellers

The Summit will cover six key principles of the WealthWorks approach, including:

1. Improving livelihoods/intentionally inclusive (i.e. when poor people do better they spend more in the region, contribute more resources to community and children do better)
2. Wealth is more than money (i.e. stocks and flows/isn't static/investment in capital to produce returns/do no harm/resilience/what is your usual practice?)
3. Rooted locally through ownership/control (i.e. local investors, requires capacity, broad-based)
4. Systems lens (i.e. value chains)
5. Collaboration and relationships that flex (i.e. Demand, other partners)
6. Coordinator's roles

While the facilitator will outline the theory and principles, your job is to deliver the real-life examples. Rather than have you, the Storyteller, just present one long PowerPoint, we are asking that you break your presentation into four components, each one 25 minutes long. There will be 5-10 minutes for questions following each component.

The Questions/topics that follow are meant to get you going. You should feel free to elaborate where it makes sense. However, the components are outlined this way to follow the flow of the day, so try to stick to these headings.

### Improving livelihoods/intentionally inclusive

- Background: The problem or challenge in your community; the market opportunity (broadly speaking)
- An overview of your response to the problem: Your sector, specific products/services, what is involved
- Intentionally Inclusivity: What does this mean in your context? What steps have you taken to be intentionally inclusive? How have you balanced working with the range of community members, not just one group?
- Improving Livelihoods: How have you impacted livelihoods? Give a concrete example

## Wealth is more than money/Rooted Locally Through Ownership & Control

- What capitals did you have? Where did you need to invest?
- What underutilized capitals did you have? How have you used them? (May also be covered in the next section)
- Measurement and results
- Local Ownership: What we owned/didn't own, and needed to change (provide an example)

## Systems Lens (Value Chains)

- Show your Value Chain Map (early versions and most recent version)
  - What is the demand for your products? What have you learned about creating demand?
  - What have you learned about demand for "by-products" (waste)?
- What gaps, barriers and/or bottlenecks (opportunities for change) did you identify?
- Interventions/strategies you are employing. How have these strategies built wealth that sticks?

## Collaboration and relationships that flex & Coordinator's Roles

- How have you partnered with demand: Steps, language, seeing the World through Their Eyes
- Examples of some of their Value Propositions
- Partners/stakeholder engagement: Who, When and How (May be different depending on the task at hand)
- Research needed
- Your roles as a Coordinator Team
- Any examples of how the system has changed for lasting impact