



# Think & Create

LEGACY EDUCATION  
creating a legacy of the mind



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# THINK AND CREATE LEGACY MEDIA

WHAT'S YOUR STORY?

MESSAGE DESIGNING

VALUE PROPOSITION

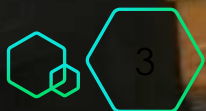
COMMUNICATION CHANNEL

TELL YOUR STORY

*Dream*

GA  
RIC

J. Wedemeyer

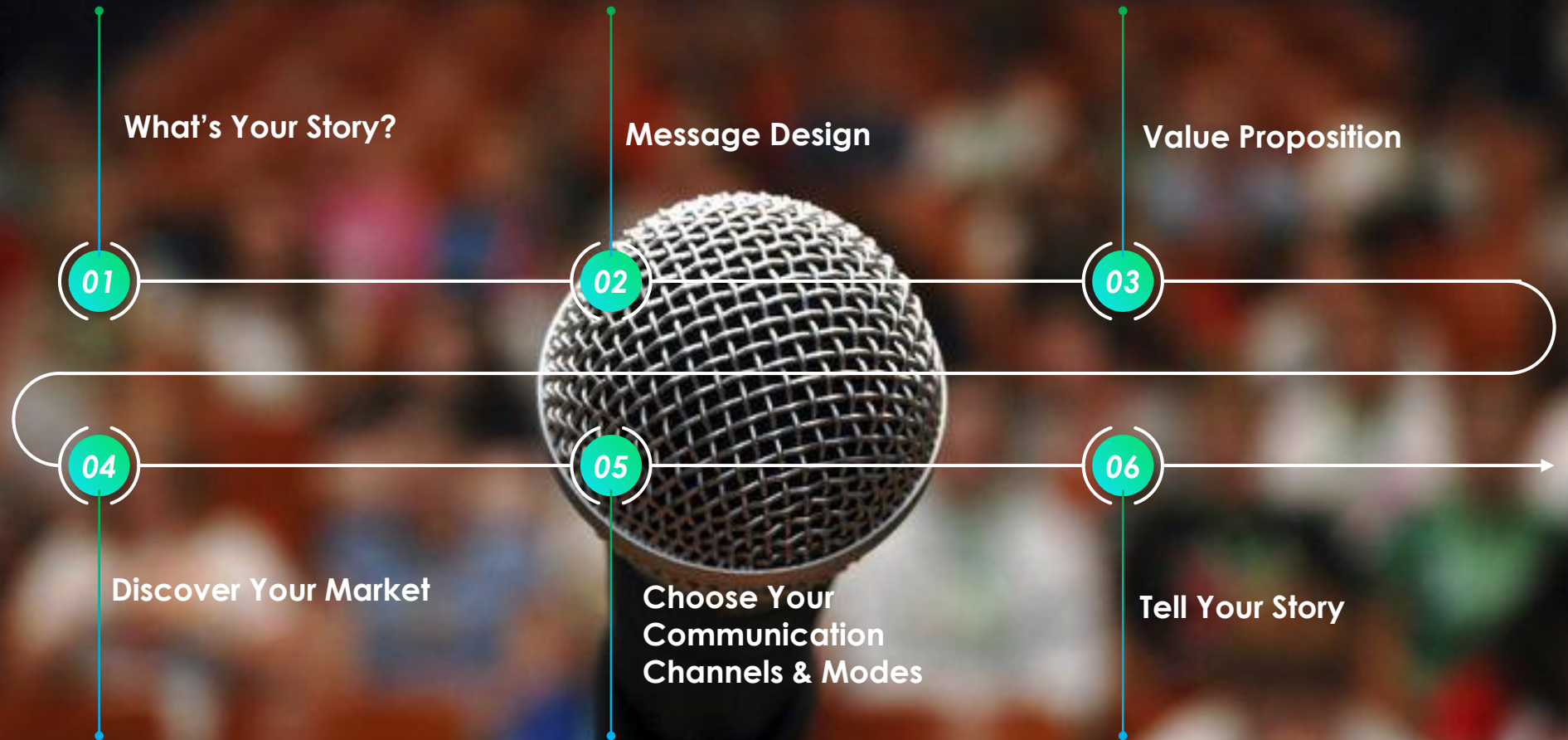




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## Process of story telling





**THE NEW ECONOMY TOUR**

**MANDATE**

To bring across public and private sector principles to the business community, to ensure that government and business work together to create a competitive, sustainable, secure, regulated and vibrant economic system.

**MESSAGE**

Message to the Business Community

LEARN AFRICA PRESENTS

**THE NEW ECONOMY TOUR**

THE BATTLE OF IDEAS  
THE HERO TO REFORM  
THE NEW WORLD OF THE NEW ECONOMY  
THE AFRICAN IDEAM LEADER





# 5 Phase Development process

## 01 Discover your story

Interviews, Coffee conversations , personal assessment and concept development , establish goals and timelines.

## 02 Design Your Message

Content Design (Research, Layout and sequencing)

Information design, Instruction design , Graphic design, Mass design and Persuasion design.

## 03 Have A Clear Value Proposition

What do you do? How do you do it? For whom do you do it? What makes you different?

## 04 Discover your Market & Choose Your Communication Channel & Mode

Facebook, Twitter, Linked in, Yu Tube, Instagram, Wordpress, Pinterest, Radio, TV, Boards, Books, Publications and Journals

## 05 Tell your story - Audience

Understand who is your target market

Understand the needs and goals of your target market

Position your story as the one best qualified to meet the needs of your target market



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# WHY WE LOVE TELLING STORIES

## **Create a Legacy of the Mind**

Content Creation and Development  
Content Preservation  
Content Management

## **Publish the Good News of the Kingdom**

Print media ( Books & Publications)  
Proof Reading & Editing  
Flyers, Brochures, Banners & Billboards

## **Disciple Nations through literature**

Articles and Journals  
Training & Workshops  
Coaching and Mentoring

## **Help other tell their stories as we tell our stories**

Social Media  
Seminars/Webinars  
Conference & Summits  
Business Breakfast & Gala Dinner

# HOW WE TELL STORIES





**DO YOU HAVE  
A STORY TO  
TELL?**



# STORY TELLING METHODOLOGY



**SEMINARS  
&  
WEBINAR**



**WORKSHOPS  
&  
TRAININGS**



**COACHING  
&  
MENTORING**



**APPS  
&  
GAMES**



**POWER LUNCH** EAST AFRICA  
IMPROVING TECHNICAL AND VOCATIONAL  
EDUCATION AND TRAINING IN AFRICA

**POWER  
LUNCH**  
EAST AFRICA

# Story Telling Workshop Outline

STORY TELLING-  
INFO/BRIEFING  
SEMINAR/WORKSHOP

MESSAGE DESIGN

DISCOVER YOUR  
MARKET

TELL YOUR STORY

SESSION 1

SESSION 2

SESSION 3

SESSION 4

SESSION 5

SESSION 6

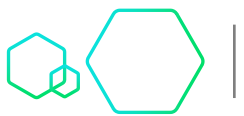
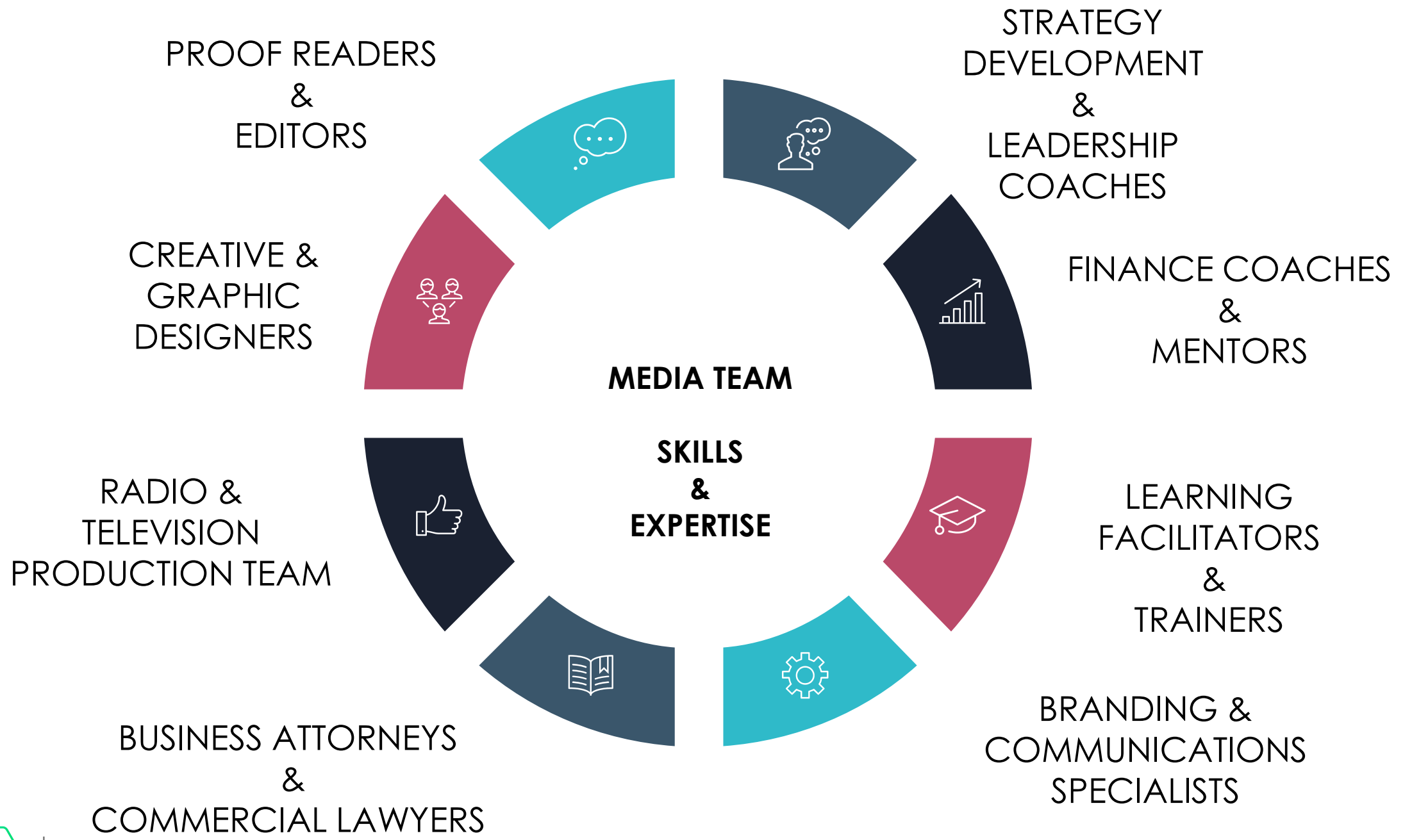
SESSION 7

WHAT'S YOUR  
STORY?

VALUE PROPOSITION

CHOOSE YOUR  
COMMUNICATION  
CHANNEL









# Targeted Cities



**01 Johannesburg, Gauteng**  
Ekurhuleni

**02 Durban, KwaZulu Natal**  
Ethekwini

**03 Cape Town, Western Cape**  
City of Cape Town

**04 Port Elizabeth, Eastern Cape**  
Nelson Mandela Bay

**05 Bloemfontein, Free State**  
Mangaung

**06 George, Western Cape**  
Garden Route District

**07 Richardsbay, KwaZulu Natal**  
Umhlathuze

**08 Newcastle, KwaZulu Natal**  
Amajuba District

**09 Kigali, Rwanda**  
Kigali

**10 Nairobi, Kenya**  
Nairobi





Johannesburg

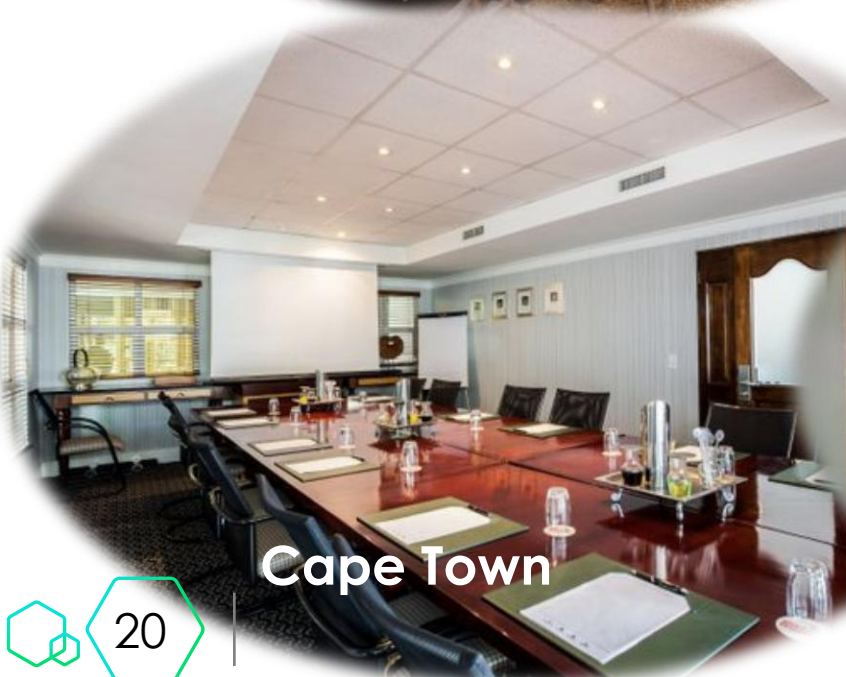


Durban



Nairobi & Kigali

# VENUES



Cape Town



Bloemfontein



George & Port Elizabeth



# Target Audience







# THINK & CREATE LEGACY MEDIA LIBRARY

'Creating A Legacy Of The Mind'







A microphone is positioned in the center of the frame, slightly out of focus. The background is a blurred crowd of people, suggesting a public event or gathering. The overall lighting is dim, with some highlights on the microphone's grille.

[www.thinkandcreatelegacy.com](http://www.thinkandcreatelegacy.com)  
[www.daddypleasecomehome.org](http://www.daddypleasecomehome.org)