

The Ideallyly digest



REAL WORLD INSPIRATION FOR CONTENT-MAKERS & STORYTELLERS

Every edition we bring you news & insight from outside the world of TV & the mainstream media, delivered in the same easy-to-digest package to inspire the conversations that lead to great ideas and maximise your creative output. And for that bit extra, we also explore a typical & enduring narrative type, and include some off-the-shelf 5 minute brainstorm techniques.

More women billionaires are self-made than ever before.

There are now 56 women who made their own 10-digit fortunes, and 15 did so in the past year. A third of all self-made women billionaires in the world come from Asia or America.

see more at forbes.com



What does this mean for content & stories?

Do we frame success as being a men-only domain? And why do we so often portray successful women as having intrinsically negative traits? There's opportunity to create positive archetype of female financial success. But does success need to be gendered at all?

For brainstorm discussion....

- What does a woman need to become financially successful? How does that differ from men?
- What types of business do you imagine these women are involved in? Why do you assume that?
- What are the differences between being self-made and being born into money? Do these two worlds ever collide?

Already in this space:

Dear Female Founder



Find out more about one woman on the list of self-made billionaires. What is her story? Sketch out her past, present and future. What is the most universal aspect of her story?

#09 Against the odds.

A typology of stories



narratives that delight & endure

This is a batter of character versus circumstances. When all evidence suggests that a person is going to go down a certain path, their own choices, willpower and persistence take them elsewhere – usually, somewhere better. This is about the triumph of internal resources against external forces of all sorts – circumstance, other people, time, space and fate.

extreme examples

[Declan Murphy, the jockey who came back from the dead](#)

[5 of the greatest wilderness survival stories in history](#)

[Woman born with no womb gives birth to miracle twins](#)

Looking for these stories? Think:

- Things that humans most want and/or treasure, which they're likely to fight the hardest for
- Character traits that sit alongside the basic human instinct for survival.
- Formative experiences in childhood and adolescence (good or bad) which build resilience and persistence
- The type of external forces that get in the way of our goals and survival

We tend not to recognise obesity in others, esp in men.

Even if we acknowledge we're overweight ourselves, this doesn't necessarily mean we're unhappy with our weight or see it as a concern.

see more at British Social Attitudes survey



What does this mean for content & stories?

The dominant discourse is one of discomfort with our bodies. But what if the reaction to that has become one of self-acceptance no matter what; the overwhelming 'project of the self' has give into fatalism rather than healthy acceptance. Do our stories reflect this response?



Research the idea of 'self concept' and create a list of what makes up healthy self-perception. Now imagine, one at a time, that each is damaged in someone. How? Why? With what consequences? What will their future be?

For brainstorm discussion....

- What is the different between healthy and unhealthy self-acceptance? Where is the line?
- What other social ills have we become immune to? And what might be the long-term outcomes?
- What if we truly saw ourselves as others do? How can technology allow this?

Already in this space:

Fat & Proud

The fat acceptance movement

[identity & diversity]

[health & wellbeing]



1 generate ideas

Look at the current list of best-selling books – both fiction and non-fiction. What topics and themes do they explore that you could turn into the premise for a story? What motivates their characters? And why do the publishers think there is currently a market for these books? Finally, what is the latest book but in the format or medium that you mostly operate in (eg *Gone Girl*: the TV format; *The God Delusion*: the app)

For example:

Sapiens: A Brief History of Humankind Humanity has advanced because we can create orders and hierarchies.

The Silent Wife We're willing to risk everything for those we love, even if we know they've done something terrible

The Things You Can See Only When You Slow Down It's possible to be calm in a busy world

need stimulus?
use this list of [new & upcoming books](#)

2 develop ideas

Take the topline of your latest story or content idea, and fit it into simple narrative structure, based on the game of 'consequences':

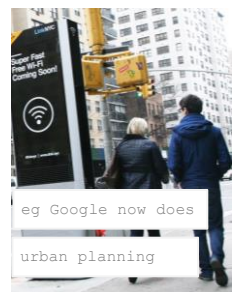
- A group of _____ (who?)
- in/at/on _____ (where?)
- have to _____ (what?)
- so that / because / in order to _____ (why?)
- The only problem is _____ (so what?)
- But luckily _____ (how?)
- So, in the end _____ (what?)

How does the story change if you alter one of answers? Or start with one line and work the rest around it?

Silicon Valley is shifting attention to social change.

Its luminaries are bringing their trademark large-scale innovation to civic sectors from health, to education, to transport & beyond.

see more at [The Future 100](#)



What does this mean for content & stories?

It's easy to box tech companies into a sinister money-grabbing, data-abusing narrative. Our stories also need to reflect the positive social changes that technology brings. It also means that disruption is the new normal when it comes to developing how we live together in society.

[culture & society]

For brainstorm discussion....

- *What are the most unusual marriages between tech brands and social issues? Might it actually happen?*
- *Where are the similarities with the great industrialists of 20th century? How will history judge Silicon Valley?*
- *Is there really such a thing as philanthropy? What might be in it for these companies to get involved in these areas?*

Already in this space:

Humans

TASK

Imagine Mark Zuckerberg, Jeff Bezos & Elon Musk ruled the world (if they don't already). Draw up a list of their beliefs, visions and motivations. What would life look like under that regime? (How) would they co-reign?

This digest is brought to you throughout 2017 by **Ideally Consulting Ltd.**

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Our clients include BBC, Sony Pictures Television, Channel 4, ITV Studios, Digital-i and A&E Networks. *Ideally* is run by Ally Castle.

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