



POWHERHOUSE IMPACT MEDIA APPROACH

Giving Your Change a Voice - Using Media as the Beat of our Drum

At PowHERhouse, we are here to give your change a voice, using our Impact Media Storytelling for Change approach with one or all four of our media tools within a campaign. When you change the narrative, you accelerate the impact.

The foundation to a successful impact media project is clarity of purpose. With a customized and curated approach, we help you choose the tools you need to harness the momentum of your initiative, giving a concise overview of the project, the trajectory shift you are looking to make, why it is important, and what it means both now and in the future.

Here's How it Works (four tools to build upon):

1. **Integrated Media Portfolio** - A comprehensive, co-creative storytelling process for digital distribution (audio, visual, social media, and content development) on our media platform.
2. **FireCircle Experience** - Facilitated story harvesting and wisdom-gathering with key changemaking stakeholders in your organization and/or across your industry with intentional, deep listening, and group reflection.
3. **First Steps Leadership Cohort** - A personal growth, whole-leader, 90-day intensive group cohort experience for your internal changemaking champions committed to working most closely with PowHERhouse throughout this process.
4. **The Leader Path** - A recurring accountability and consistency practice dedicated to decolonizing leadership and lifting the changemakers in your organization. The Leader Path is a convergence of leaders across industries, sectors, and geographical boundaries, who are committed to ongoing changemaking and deliberate weaving for exponential impact.



We work with social impact organizations and corporations who are ready to act beyond business and shift the narrative for a better world. Our 'walk beside you' approach and co-created impact media process of deep listening, wisdom-gathering, story-harvesting, and braided methodology enable you to amplify your impact and be recognized as a company committed to being an ancestor future generations will be grateful for.



POWHERHOUSE IMPACT MEDIA APPROACH

AN IMPACT MEDIA APPROACH TO CHANGEMAKING

Through story, humans are wired to connect more deeply with themselves, each other, and all that is possible for the future. Recent studies show the average adult spends 11+ hours per day connected to some type of media source. We are here to accelerate your story and changemaking work using media as our drum. The four parts of our customized Impact Media Approach are as follows:

MEDIA PORTFOLIO

The digital media portfolio uses a blend of audio, visuals, quotes, and multimedia for impact. We strategize with your leadership on how best to use this material to serve your transformation intention and support your communications team through its distribution.

- Tells your story to support your specific purpose;
- Lifts and amplifies the 'champions' of the project;
- Humanizes your impact;
- Celebrates the courage to be a positive disruptor.

FIRECIRCLE EXPERIENCE

A signature tool developed by the PowHERhouse team based on the Indigenous practice of 'wisdom-gathering' to illuminate a path forward. It is a three-hour intentional practice of deep listening for groups of up to 150 to respond to a single 'challenge' or inquiry and deliberately weave diverse stakeholder voices together in order to surface themes and clarify next steps.

- Hour #1 - Inquiry Conversation
- Hour #2 - Breakout Group Solution Harvesting
- Hour #3 - Sharing, Integration, and Next Steps

FIRST STEPS COHORT (Signature Leader Preparation Program)

A 90-day intensive experience in integrated awareness for impact champions and changemakers who are ready to deepen their leader practice and rise to their next level. Intuitive in nature, intentional, yet emerging, First Steps is co-created within a simple, yet compelling personal and professional growth framework. Our external impact can only ever match our internal readiness. First Steps models deliberate weaving with a space to grow our awareness, and conscious leadership muscles.

- Three modules of content;
- Four 75-90 minute live group sessions;
- Additional support via program host to steward engagement.

THE LEADER PATH

An online gathering hub and practice ground for impact champions and leaders to evolve in ongoing commitment for progressive change guided by the four steps of practice: Deliberate weaving and co-creation, Listening and storytelling, Seven-generation thinking and decision-making, and Wholeness and reconciliation-in-action.

- Online community of inspired changemakers;
- Four monthly, live touch points;
- Recommended as follow-up support to graduates of First Steps.

POWHERHOUSE IMPACT MEDIA APPROACH

MEDIA IS THE BEAT OF OUR DRUM

NEW WEST DISTRICT LABOUR COUNCIL

Building Diversity for a Brighter Future in Political Leadership

Campaign: OUR FUTURE YOUR PATH

Purpose: To increase the number of women and non-binary people to run for municipal leadership in the next 1-5 years.

Impact: More women and non-binary people in office.

Customized Approach

- FireCircle
- Impact Media Portfolio
- First Steps Cohort



[View Portfolio](#)

INDIGENOUS INNOVATION INITIATIVE

Fundraising & Celebrating Indigenous Innovation

Campaign: PADDLES UP!

Purpose: To profile 10 innovators to launch a fundraising campaign: Paddles Up!

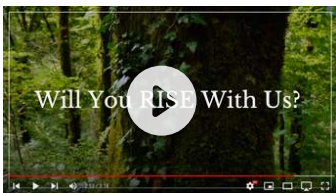
Impact: Make the case for why Indigenous innovation is critical

Customized Approach:

- Impact Media Portfolio
- Online Launch Celebration in a FireCircle Format



[View Portfolio](#)



[View Portfolio](#)

Campaign: ROOTS OF RISING POSSIBILITY

Purpose: To tell the story of a quarter-century of changemaking, aligning interventions with current brain science.

Impact: Offer a replicable model for change as a hopeful solution to stakeholders and policymakers

Customized Approach: Impact Media Portfolio

CUPS - CALGARY 25 years of changemaking

PACIFIC IMMIGRANT RESOURCES SOCIETY

Learning Journeys

Campaign: UNPACKING GREATNESS

Purpose: Tell the story of PIRS to be shared with organizations looking to do similar work.

Impact: Celebrate IWAC (Immigrant Women's Advisory Committee), so that they can see their own value.

Customized Approach: Impact Media Portfolio and Social Campaign

[View Portfolio](#)