

Lead With Stories



TRANSPORTATION
GROUP NEW ZEALAND

Jehan Casinader





**Our stories
become
our reality.**



BUSINESS / MONEY

**Property values keep falling,
and faster than before**

COST OF LIVING ●

**Cost of living: Food prices
rose 10.3 percent in January**

**Reserve Bank shocks market by
by saying it's done enough**

**Cyclone Gabrielle 'could cost
economy tens of billions'** ▶

Transport planning has gone off the rails

Road crashes costing New Zealand billions, latest figures show

Te Huia Hamilton to Auckland passenger rail: NZTA to reduce investment

Transport Minister reveals Roads of Regional Significance

Transport Minister Simeon Brown puts brakes on cycling and walking initiatives

**Are you a
storyteller?**





Government prepares to launch

Jehan Casinader investigates

INTERVIEW | **JEHAN CASINADER**

JEHAN CASINADER

meets the gutsy young

SPEAKS EXCLUSIVELY

TO JEHAN CASINADER,

cellphones. Ambitious? You

By **JEHAN CASINADER**

Zealand's export sector depends

Jehan Casinader, journalist

JEHAN CASINADER DISCOVERS

THE TRUTH AFTER THE GOODWILL

Jehan Casinader considers

– and possible rise again

sector could become the

says **Jehan Casinader,**

ING IN IT, BUT THE BUSINESS

STORY BY **JEHAN CASINADER**

ROOM IN OUR HEART

JEHAN CASINADER EXPLAINS

es patience and trust.

By **Jehan Casinader**

Cherick Stein

Jehan Casinader about his

er world”, resulting in

es. BY **JEHAN CASINADER**

Jehan Casinader asks why

feeding public panic about

Government prepares to launch

Jehan Casinader investigates

INTERVIEW | **JEHAN CASINADER**

JEHAN CASINADER

meets the gutsy young

es patience and trust.

ATIC CAREER. BUT WHY

S. BY **JEHAN CASINADER**

would be a workout for the

argues **Jehan Casinader.**

Jehan Casinader considers

– and possible rise again

sector could become the

says **Jehan Casinader,**

Waike's Bay is fashioning itself as a

nation, writes Jehan Casinader.

on everything from bipolar disorder

Jehan Casinader, the service

ING IN IT, BUT THE BUSINESS

STORY BY **JEHAN CASINADER**

ROOM IN OUR HEART

JEHAN CASINADER EXPLAINS

es patience and trust.

es patience and trust.

es patience and trust.

es patience and trust.



tion Tomorrow: Australia's Toughest Restaurant Crit 8:56

BREAKFAST





CLOSE UP





STUDIO



WELLINGTON



SEVEN SHARP





SUNDAY





D O I C A R E ?

Decarbonisation

Recruitment & retention

Accessibility

Design innovation

D O I C A R E ?

Public-private partnerships

Preventing injury & death

Climate resilience

Consumer behaviour

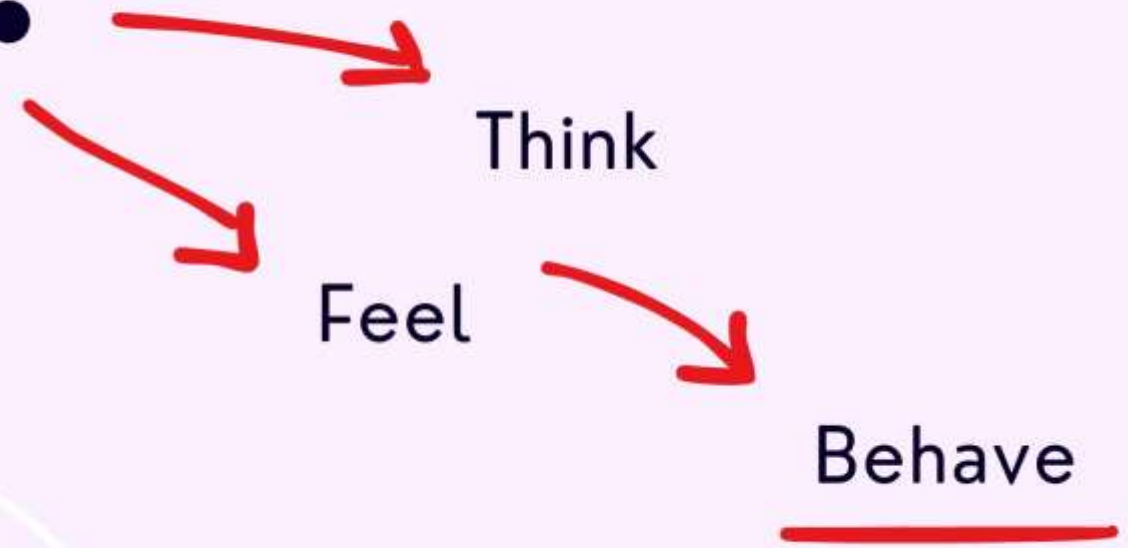
**Storytelling
is the key to
influence.**



**Storytelling
is the key to
influence.**



Storytelling is the key to influence.









Jehan Casinader

Storyteller • Speaker & MC • Mental Health Advocate

4d • Edited • 

Hey, Kiwis - New Zealand is not in lockdown! Don't forget that our country is open for business.

This week, a lot of people have switched (by default) into the old Level 4 mindset. I've heard people vowing to avoid all travel, restaurants, events and more - for the next six months!

But here's the thing: we have public health advice from the Government. That advice outlines what we can and can't do safely in the "red" setting. I trust that advice.



Jeremy Sutton and 4,345 others

201 comments • 71 shares



256,651 views of your post



**"Storytelling is
what our comms
team does..."**



**Untold
stories.**



**What is not
a story?**

Vision
Mission
Purpose
Context
Objectives
Values



Vision
Mission
Purpose
Context
Objectives
Values

ZERO HARM

WE HAVE EACH OTHER'S BACKS.

We look out for our colleagues, the environment and things we own. This means we strive for zero injuries and zero damage to the environment and our assets.

INNOVATION

WE THINK OUTSIDE THE BOX.

We live to solve the complex problems others can't and continually challenge what's considered possible.

INTEGRITY

WE DO THE RIGHT THING AT ALL TIMES.

We act with honesty and accountability. We have a no surprises culture.

TEAM WORK

WE ACCOMPLISH EVERYTHING TOGETHER.

We work smart, we work hard, we work towards our vision and we do it as one team.

EXCELLENCE

ANYWHERE, ANYTIME, ANY TASK.

Delivering above and beyond the expectations of our customers and stakeholders is our way.

**Strategy
does not
equal story.**



Videos
Articles
Webinars
Social media
Press releases



**Content
does not
equal story.**



Graphs
Tables
Analysis
Reports
Projections



**Data
does not
equal story.**



DATA



SORTED



ARRANGED



PRESENTED
VISUALLY



DATA



SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED
WITH A STORY





**What is
a story?**

Character.







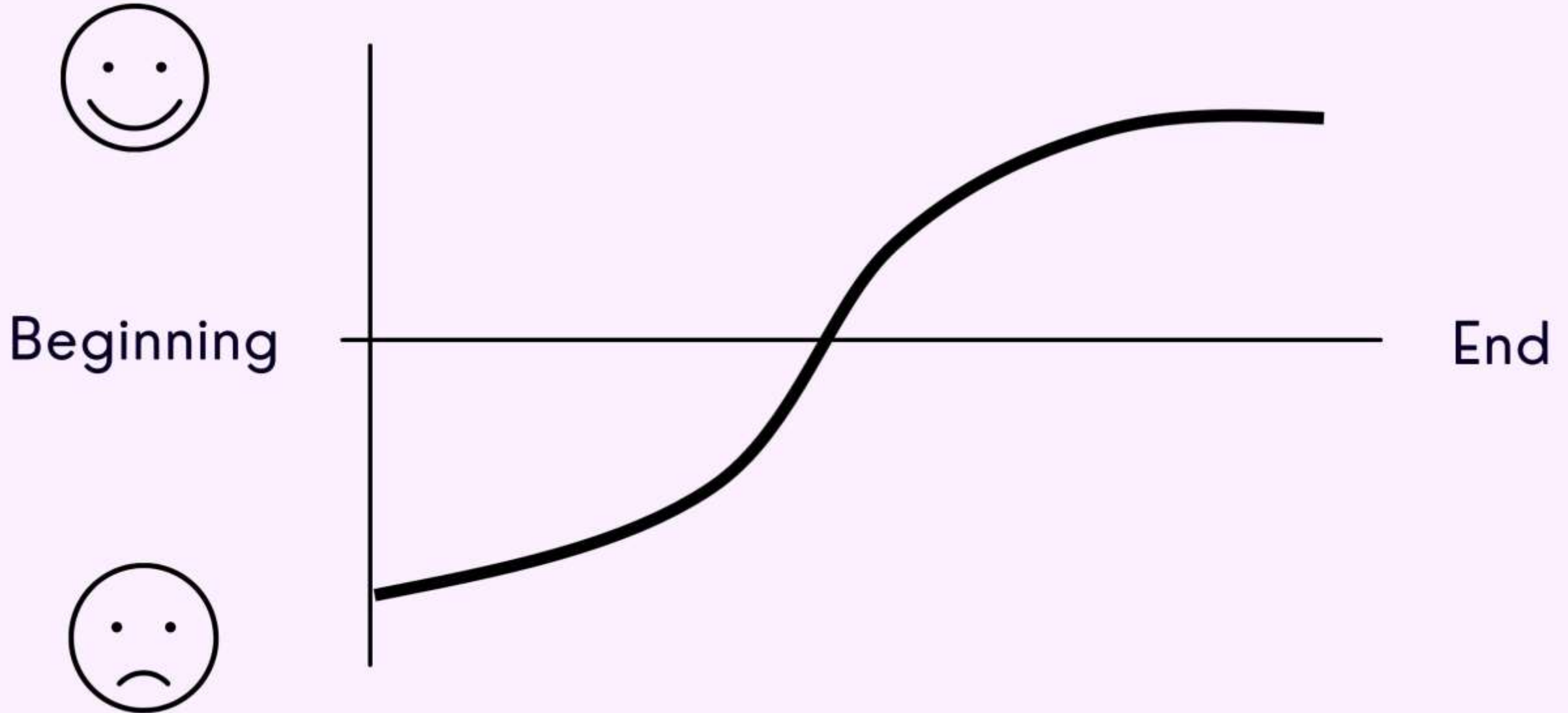


**Who are the
characters
in your story?**

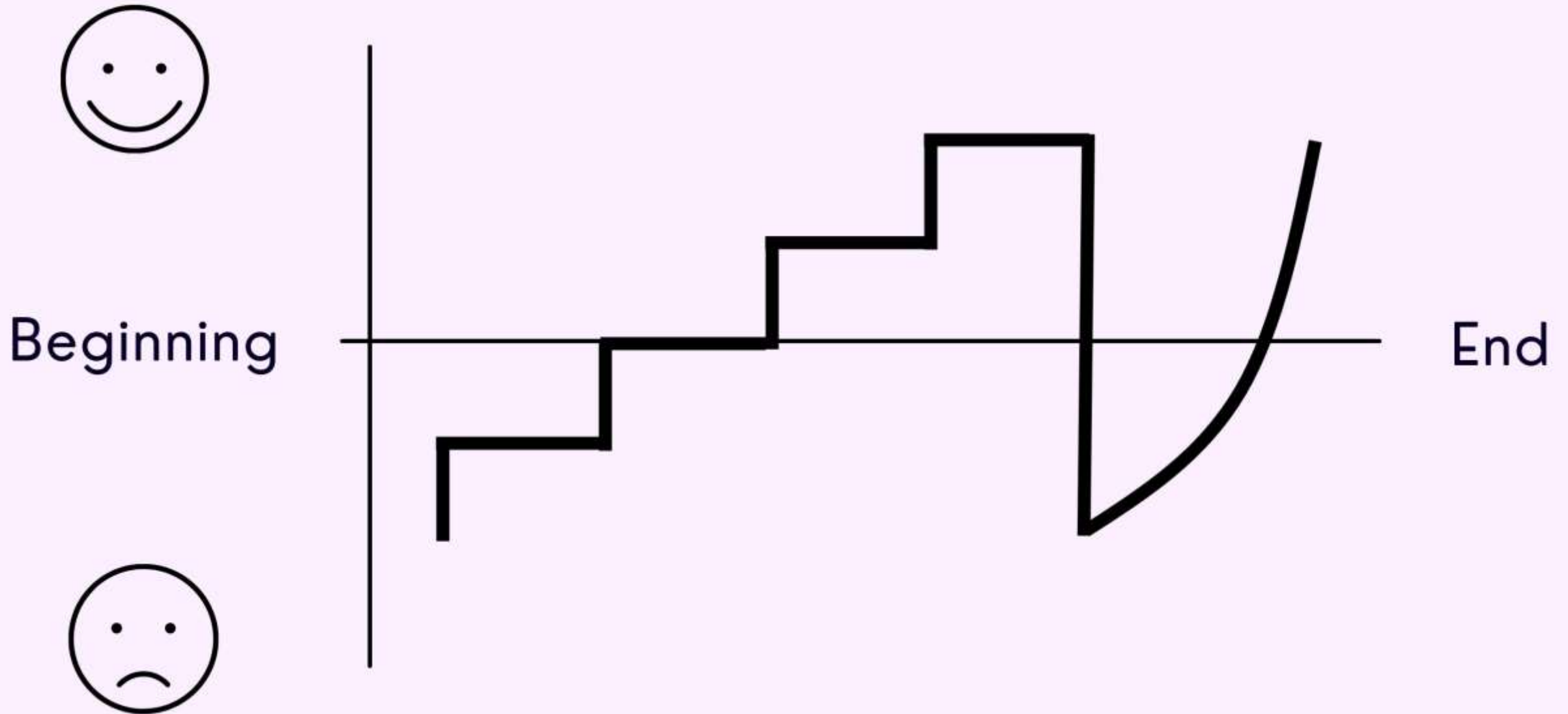
Journey.



RAGS TO RICHES



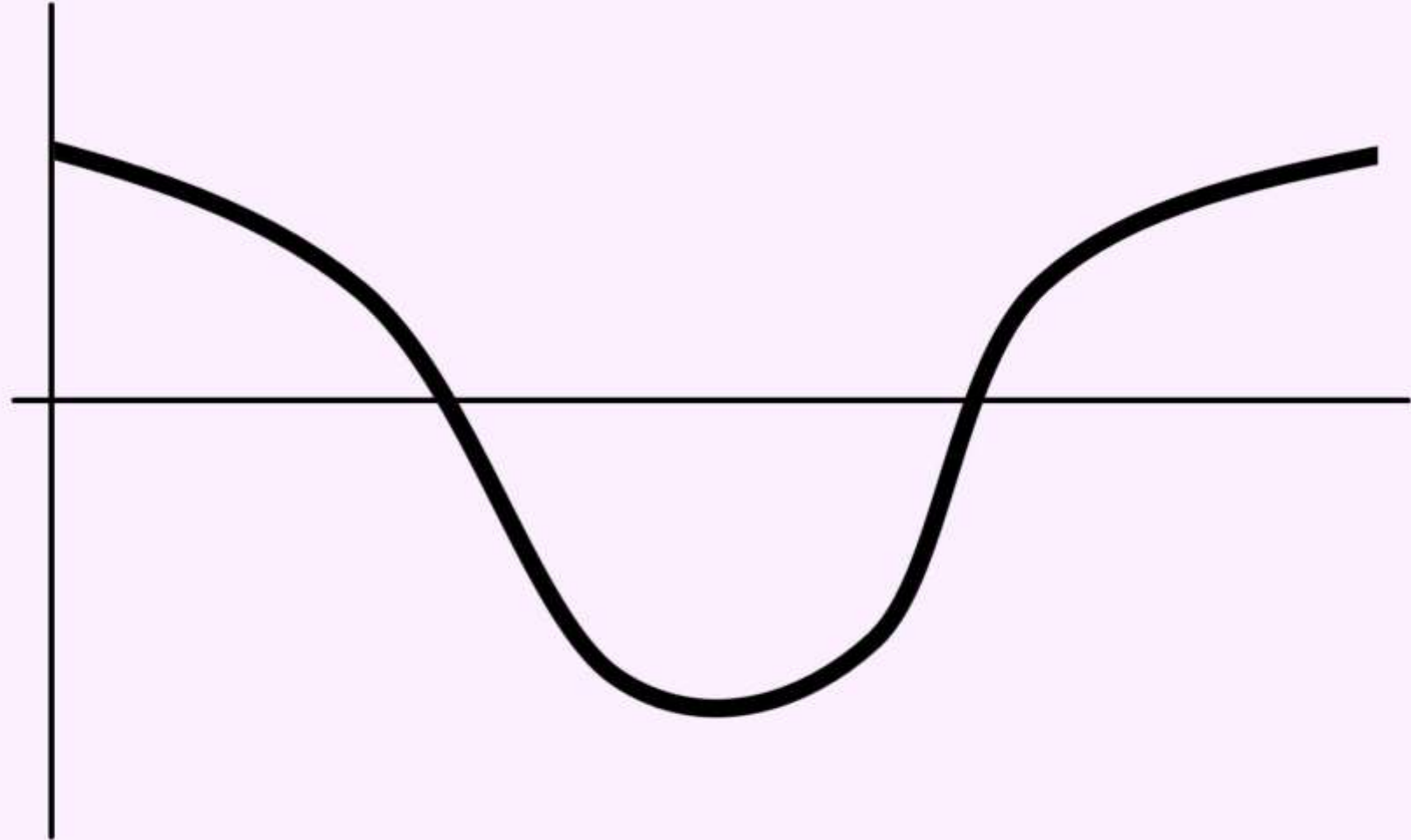
CINDERELLA



MAN FALLS IN HOLE



Beginning



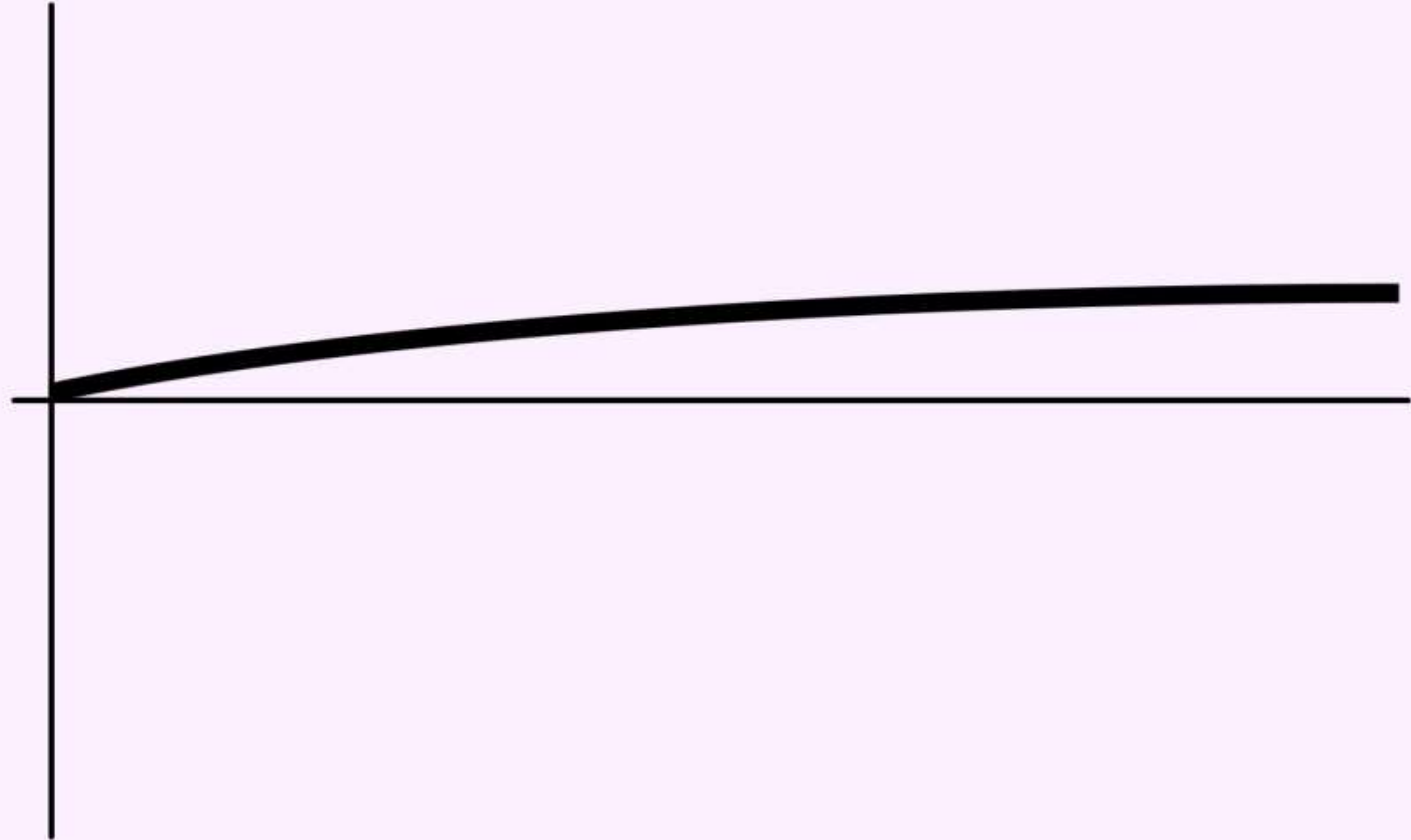
End



WE DELIVER SERVICES



Beginning



End





**What journey
are you on?**

Conflict.



Hurdles
Obstacles
Failures
Doubts
Mistakes
Losses
Wounds





**What are you
up against?**

Jeopardy.





What's on the line?

A close-up, high-resolution photograph of a human eye, looking directly at the camera. The eye is light-colored, possibly hazel or green, with a dark pupil. The eyelashes are dark and well-defined. The skin around the eye is fair and shows some texture. Overlaid on the image are four words in a bold, white, sans-serif font: 'Character' in the top left, 'Journey' in the top right, 'Conflict' in the bottom left, and 'Jeopardy' in the bottom right. The overall tone of the image is somewhat desaturated, with a slight blue-grey tint.

Character

Journey

Conflict

Jeopardy


Character

Journey



Conflict

Jeopardy

- 
1. Who are the characters?
 2. What journey are we on?
 3. What are we up against?
 4. What's on the line?



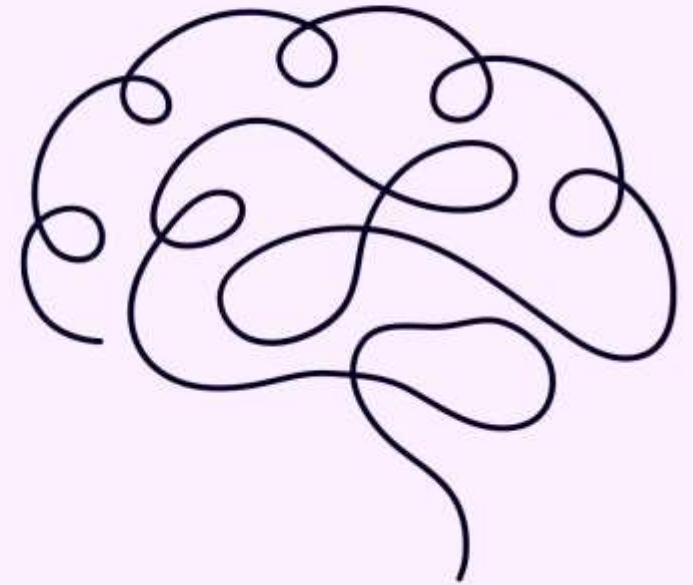
Character

Journey

Conflict

Jeopardy

**Stories change
our brains.**





Cortisol
Stress

Dopamine
Focus

Oxytocin
Empathy

1.

Get personal.

John Kirwan



Mike King



John Kirwan




Mike King





Lived experience.



- 
1. I don't have a story.
 2. People will judge me for it.
 3. I don't know how to open up.
 4. My story won't influence people.

"I hardly left my
bedroom for three
months..."

Theresa Gattung



"If I slipped, the pain would stop..."

Todd Muller



'You're failing'

Muller's 53 days of pain

Eight months after he quit as National's leader, Todd Muller is ready to tell the full story of how his world crumbled – and how he's rebuilding it. Muller speaks exclusively to Jehan Casinader.

“What happens when a guy takes over as a political leader, then clearly has a mental breakdown and wakes after 53 days? Do you frame it as a mental health issue? Or was he in way over his head, he shouldn't have done it, and his political reputation is shattered?”

These words are not mine. These words belong to Todd Muller, a man who is still trying to make sense of the most chaotic, painful year of his life.

“Almost all political advice would say not to do this interview with you, at this level of openness,” he tells me. “But I’ve decided that, actually, the best thing I can do is be honest. If that means people judge me in a way that affects my career, so be it.”

It's Wednesday evening at Bellmore's, the steak restaurant in the CBD. Muller and I are in a private dining room, tucked away from prying eyes and ears. The setting is oddly romantic. Our waiter has dimmed the lights. Muller's jacket and tie are

gone, his phone has been flipped over, and a jury of six men has appeared in front of him.

He returned to Wellington in early February, feeling recharged after a long summer spent “doing some bender in the pool with the kids” at home in Tearuanga. But when he walked into Parliament, he felt a familiar terror of anxiety.

“I hated it really hard, because there were triggers everywhere. I walked past the leader's office, which used to be my office. I watched the media screen before Question Time. I felt a degree of shame – a low-level background noise. And a lingering sense of regret and sadness, really.”

Last year, Muller spent 53 days as the Leader of the Opposition. Now, he sits in the third row of the debating chamber with his back against a wall, watching from afar as the key political players do battle.

“When I came back, I thought, ‘Well, I’ll just pull my socks up and get on with it. But I’ve been

revisited by the experts that I’m still recovering. The redemptive story is, ‘You fell, then you got up again.’ And you, I’m getting up – but it takes time.”

When he became National's leader in May 2020, Muller's name was so obscure that some voters couldn't even pronounce it. An MP of five years, most Kiwis had never heard of him. But in Wellington, there was less surprise that the ambitious former corporate executive had snagged the job.

“From the moment I arrived [at Parliament], there were always some people who said, ‘That guy is seen as a future leader,’” he says. “For better or worse, I walked into this place with a name; maybe I was someone to watch.”

In the lead-up to last year's snap election, Muller's mind once doubted. It was speculated that he spent months having quiet meetings with his provincial colleagues, shoring up support for a leadership bid. Muller denies this.

“Certainly, through the early part of Covid, I was starting to think about it. But I was very doubtful about the merits of making a change of leader, and I expected there would be a high cost. I knew others

TURN TO PAGE 18



THIS IS
~~HOW IT~~
~~ENDS~~
NOT
HOW IT
ENDS
JEHAN CASINADER

THIS IS
~~HOW IT~~
ENDS
NOT
~~HOW IT~~
ENDS

How
rewriting
your story
can save
your life

JEHAN CASINADER



‘It seemed like
the perfect place
to end my life’


Award-winning TV journalist **Jehan Casinader** had plenty to celebrate. But his success masked a secret: a deep struggle with depression. In this extract from his new book, *This Is Not How It Ends*, Casinader explains how dark things became and how the power of storytelling helped him to survive.

Hotel rooms are full of shadows. I've stayed in hundreds of them during my time as a reporter, and although life on the road sounds glamorous, it's usually the opposite –

ate on the presumption that things should be “fixed” or “cured”. We expect someone to tell us they can take all our pain away. In fact, we believe that life can only get “better” if our pain is completely gone. That's

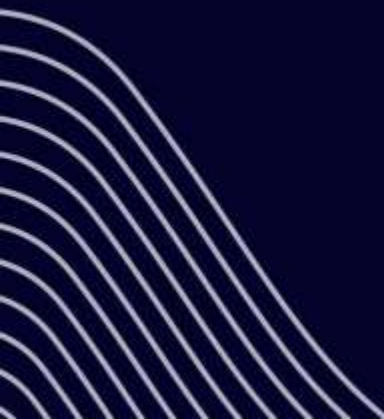
**WHERE TO
GET HELP**

If you or someone else is in danger, call 911. If you need



I just wanted to let you know
book saved my life. Thank you

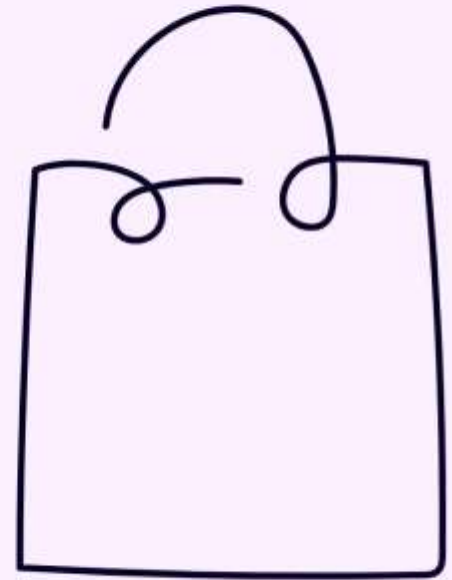
Your book literally saved my life. Thank
you for your incredible story telling
and giving me the courage to tell mine



I don't know if this message
will ever reach you, but I think
you should know that your
book probably saved my life.



What's in my kete?





George Arthur Bowman • 1st



Flood Risk Engineer

8mo •

Back in early 2019 when I was still working in Local Government I received a message on LinkedIn from a gentleman by the name of Ruan Smal.

Ruan was looking to immigrate to New Zealand to provide a safer and better quality of life for his wife and son. Noticing that I had immigrated to New Zealand as a flood risk engineer a couple years prior, Ruan reached out seeking insight to my experiences with the process of immigrating.

A lengthy chain of messages followed where I provided as much advice as I could on flood risk management in New Zealand, the different regional authorities responsible for this service, and identifying a number of roles and contacts whom he should follow up with.



Fast forward over 3 years and Ruan Smal is now my client, and I his Consultant. Not only have we now developed a working relationship but a friendship has begun too 🍺.

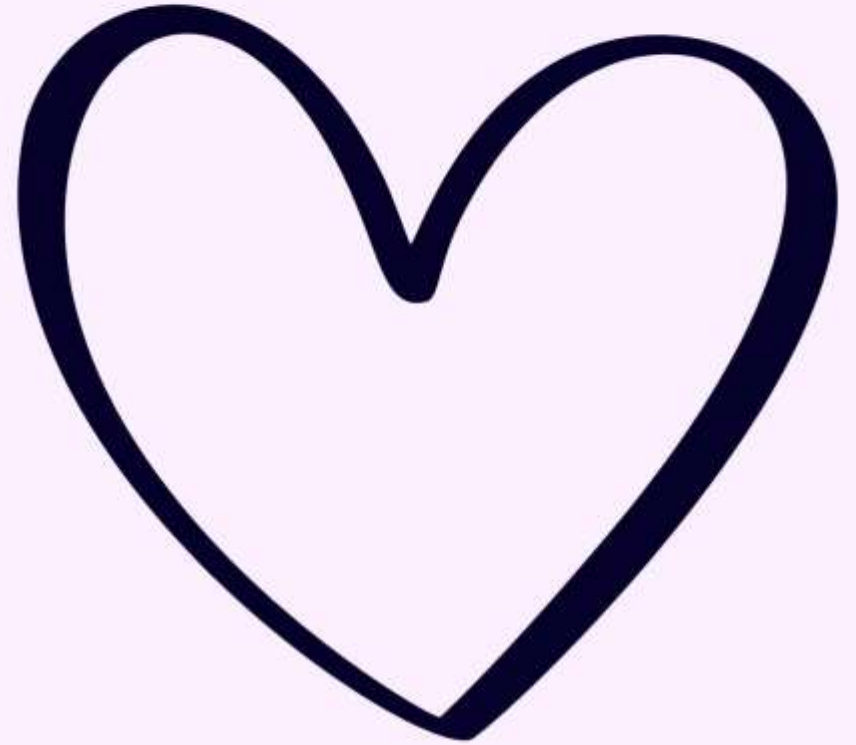
Another river engineer to add to Aotearoa!

2.

**Emotion
beats logic.**



Think



Feel



Operating coal mine production figures

As at the end of 2021 there were 15 operating coal mines in New Zealand.

Coalfield	Mine	Operator	Rank	Type	Production 2021 (tonnes)
Waikato					
Maramarua	Kopuku	BT Mining	SB	Opencast	278,631
Rotowaro	Awaroa	BT Mining	SB	Opencast	462,289
West Coast					
Buller	Stockton	BT Mining	B	Opencast	984,951





Junco



Community

Health

Children

**What do
people care
about?**

Home

Play

Work

Money

Environment

Reputation

Identity

Freedom

Safety

**What do
people care
about?**

Choice

Connection

Learning

Fairness



whether the composition of the quota should
be based on refugees from the Asia-Pacific region.
travel, broad security concerns and ge
t a refocus. This would, however, be a signifi
some refugees' ability to access family re



The New York Times

Under Pressure, New Zealand Ends a Refugee Policy Branded Racist



3.

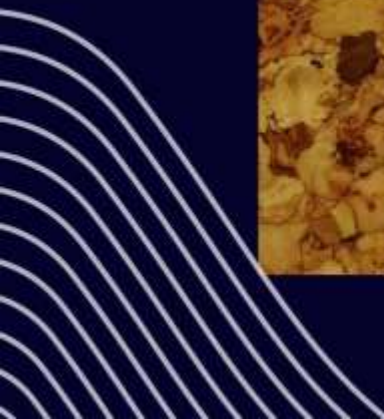
Flip the script.

Jehan's talk was good,
but I'm tired.

**Jehan's talk was good,
but I'm tired.**

**I'm tired,
but Jehan's talk was good.**

H⁶ O³ P¹ E¹



**How can I tell
a different story
with the same facts?**











Sunday



4.

**Respect your
audience.**





KIDS TO GET FREE SCHOOL LUNCHES

1 breakfast

RUGBY: WELLINGTON STUN COUNTIES MANUKAU 29 - 22

DUN 13 8.18







FOLLOW



**I went to a
conference...**



FOLLOW



**Great to catch
up with...**

- 
- 1. Who's it for?**
 - 2. What's it for?**

most popular

- 1 Three sisters reunited after a lifetime apart [▶](#)

most popular

- 1 Kiwis have lost our 'freedom'? Give me a break [▶](#)

most popular

- 1 Link between food and depression and anxiety is being 'ignored' [▶](#)

most popular

- 1 Sir Bob Parker can't remember being face of Christchurch earthquake response [▶](#)





Auckland



Hamilton

Tauranga

Rotorua

Gisborne

New Plymouth

7 h 55 min
643 km

Palmerston North

Nelson

Wellington



**Foot
Heads
Arms
Body**

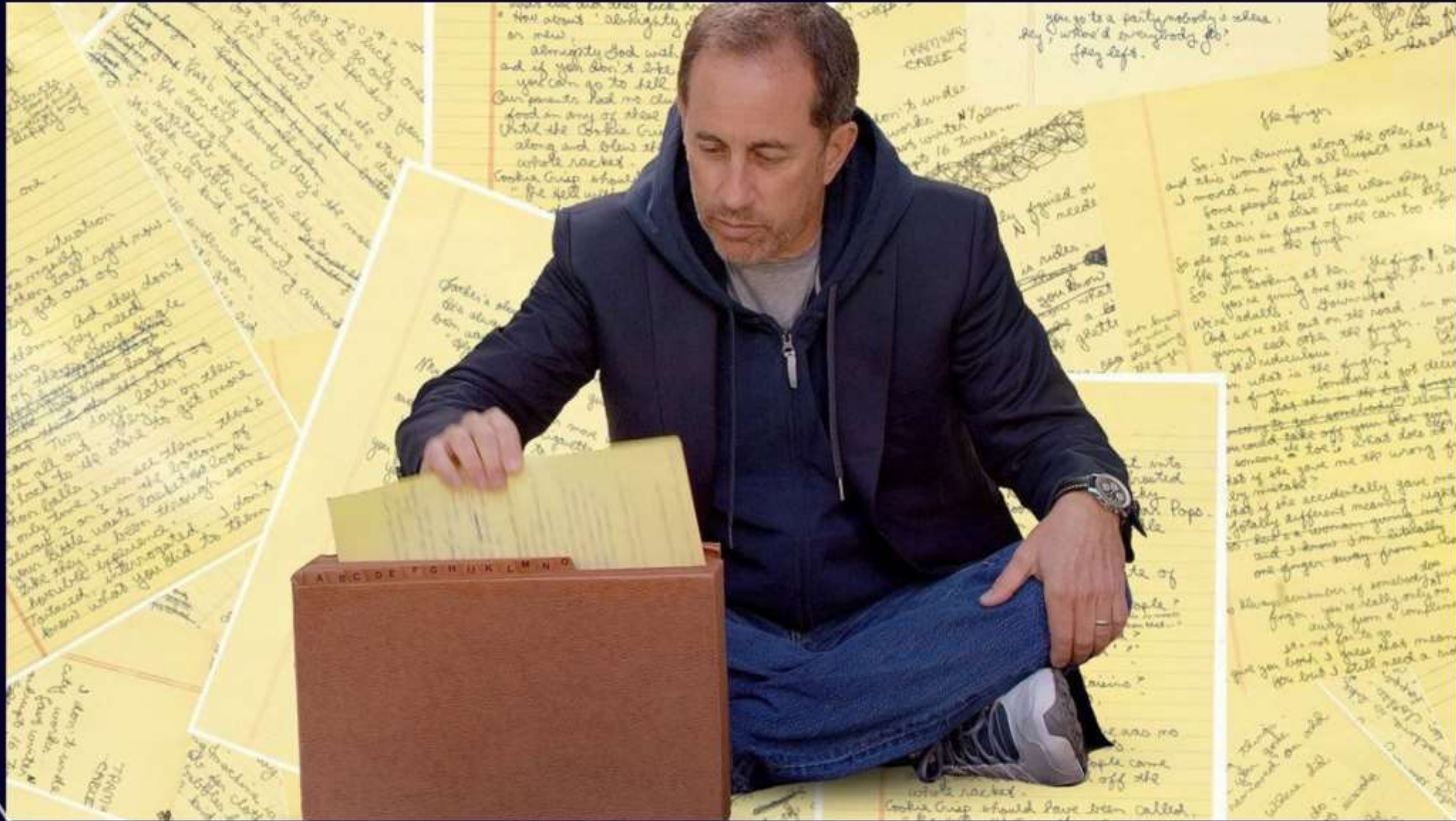
"I have only made this letter longer because I have not had the time to make it shorter."

Blaise Pascal



5.

**Use what
you have.**





Jehan Casinader · You

I help Kiwis to tell great stories · Keynote Speaker, Facilitator & ...
2yr · Edited · 🌐

A few months ago, I could run 5km. On Saturday, I did my first half-marathon. 🏃 I've had a mindblowing realisation about my self-limiting beliefs... [...see more](#)



👍❤️🗨️ 2,263

134 comments · 8 reposts



Jehan Casinader · You

I help Kiwis to tell great stories · Keynote Speaker, Facilitator & ...
1yr · 🌐

I often avoid learning new things... until I'm forced to.

I landed in Wellington after a long trip. My car had a flat tyre. [...see more](#)



👍❤️🗨️ 476

50 comments · 2 reposts



Jehan Casinader · You

I help Kiwis to tell great stories · Keynote Speaker, Facilitator & ...
1yr · 🌐

"Why did I even get out of bed this morning?"

Do you ever ask yourself this? 🤔 [...see more](#)



👍❤️🗨️ 940

65 comments · 2 reposts



Jehan Casinader · You

I help Kiwis to tell great stories · Keynote Speaker, Facilitator & ...
2yr · Edited ·

A few months ago, I could run 5km. On Saturday, I did my first half-marathon. 🏃 I've had a mindblowing realisation about my self-limiting beliefs...
...see more



2,263

134 comments · 8 reposts

2,263



Jehan Casinader · You

I help Kiwis to tell great stories · Keynote Speaker, Facilitator & ...
1yr ·

I often avoid learning new things... until I'm forced to.

I landed in Wellington after a long trip. My car had a flat tyre. ...see more



476

50 comments · 2 reposts

476



Jehan Casinader · You

I help Kiwis to tell great stories · Keynote Speaker, Facilitator & ...
1yr ·

"Why did I even get out of bed this morning?"

Do you ever ask yourself this? 🤔

...see more



940

55 comments · 2 reposts

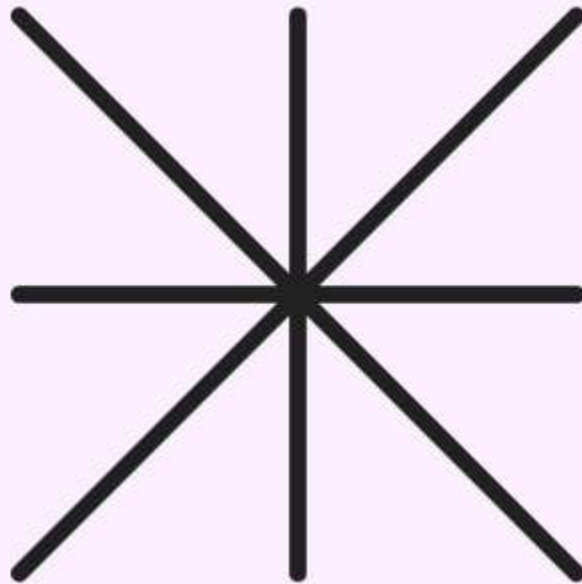
940

Speech intro

LinkedIn post

Team meeting

Stakeholder
hui



Monthly
newsletter

Annual report

All-staff email

Media
interview



11:11

< Search



Notes
Apple

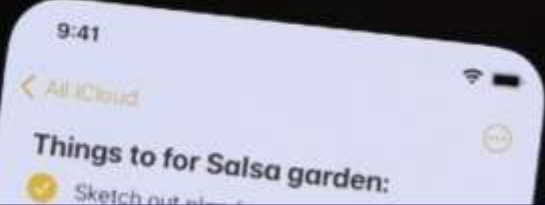
OPEN



AGE
4+
Years Old

CATEGORY
Productivity

DEVELOPER
Apple





9 AM

LINKEDIN POST

9 – 10am

10 AM

COFFEE: Matt D

11 AM



The logo consists of the letters 'JE' in white, centered within a blue square. The background of the slide is dark blue with white wavy lines in the corners.

JE

Hey, ChatGPT - can you tell authentic stories about my life? Stories that resonate with the people I want to influence, and help them to trust me?



I'm sorry, but I am not able to tell authentic stories about your life as I do not have access to that information.

A close-up, high-resolution photograph of a human eye, looking directly at the camera. The eye is light-colored, possibly hazel or green, with a dark pupil. The eyelashes are dark and well-defined. The skin around the eye is light and shows some texture. The overall image has a slightly desaturated, blueish-grey tint. Four words are overlaid in white, bold, sans-serif font: 'Character' at the top left, 'Journey' at the top right, 'Conflict' at the bottom left, and 'Jeopardy' at the bottom right.

Character

Journey

Conflict

Jeopardy

- 1. Get personal.**
- 2. Emotion beats logic.**
- 3. Flip the script.**
- 4. Respect your audience.**
- 5. Use what you have.**



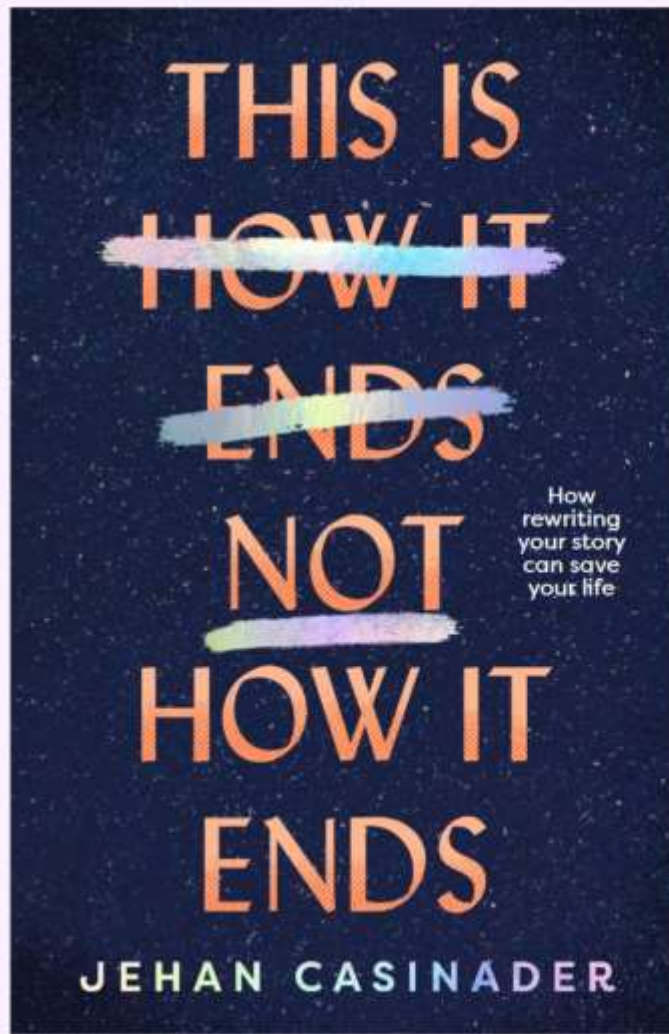












Scan to order a copy!



HELLO@JEHANCASINADER.CO.NZ