

MY FATHER'S COAT

FIVE MEN AND THE GREAT STORY OF SOUTH AFRICA



CORPORATE SPEC

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SMUTS

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"Is a new South African phenomenon arising here? I'd say, after due reflection: Yes. ... He brought up an extraordinary number of ways of seeing things that I had never seen before."

Denis Beckett
(Author, Columnist)
(Excerpt from his column in "The Star")

"Last night's performance was truly phenomenal. You have created something unique and very important. Immensely powerful and with the potential to change the world."

Sir Nick Staden
(High Court Judge, Producer of the film:
"Life Is Wonderful: Mandela's Unsung Heroes.")

MY FATHER'S COAT

BACKGROUND

"MY FATHER'S COAT" is the product of Michael Charlton's decade-long ambition to make South African history more accessible. To use our country's remarkable story no longer as a tool to inspire fear, hatred and division, but rather as a source of unity and healing.

Accordingly, Michael's idea was to condense some of the key dynamics of our past into a story which was both compelling and balanced. A monumental challenge, which took two years to construct, but which has ultimately given rise to a unique product providing meaning and order to a notoriously complex subject.

But importantly, this is no history lecture. Instead, this is a story. A human story, told through the eyes of carefully selected and directly-interlinked protagonists spanning 200 turbulent years. These include Mzilikazi, Kruger, Rhodes, Gandhi, Smuts and Mandela.

And it is this human layer which has come to differentiate Michael. Because while historians actively try to eliminate the biases so prevalent in our society, Michael (in a sense) embraces them. And as he introduces you to each of his five characters, he allows them to lure you under their spell by subtly endorsing their beliefs and biases.

"I was riveted. I laughed, I learned, and in many spots, was an emotional wreck. I haven't been able to stop thinking about it since."

Mike Stopforth
(Author, Speaker)

MICHAEL CHARTON

MICHAEL CHARTON's enthusiasm for the story of South Africa and his passion for its peoples has gradually lured him away from the corporate world.

Having qualified as a chartered accountant in 2004, and then spent time in a financial consulting role in the United States, Michael returned to South Africa in 2007 with the intention of studying history before heading to London to further his financial career.

However, following an unexpected turn of events, including a brief experience teaching maths in Khayelitsha, Michael was persuaded to remain in South Africa.

In 2010, following an unorthodox advertising project for a large short-term insurance company, Michael was awoken to the art and power of storytelling. A craft which Michael now came to realise had an extraordinary impact on people and that it carried enormous potential for communicating ideas.

This insight, combined with his belief that many South African's carried a poor understanding of their history, saw Michael look to storytelling as a means of making South African history more accessible. His belief was that storytelling might be able to open the hearts of South Africans to their past, so that we might use our story no longer as a tool to inspire hatred and division, but rather as a source of unity and healing.

By 2015, this idea was sufficiently precise, so prompting Michael to resign his job as a financial director and found INHERIT

But, with the introduction of each subsequent character, important insights are carefully leaked into the narrative, so undermining these biases and allowing for a layered and more balanced view to be revealed.

Further, and because the lives of these characters overlapped, Michael finds unique opportunities to tell the same pivotal moments in his story through more than one set of eyes. This provides a powerful reminder of the historic biases and attitudes which underpinned South Africa's catastrophic 20th century.

This was a project Michael believed in so strongly that he gave up his life as a chartered accountant in order to pursue it. This passion shines through in his delivery. MY FATHER'S COAT has captured the imagination of South Africans throughout the country and across cultural groups. A rare, but rational force for unity in the midst of a fractious period for the country.

Michael has in the space of two years emerged as one of South Africa's most sought-after speakers, delivering over 250 performances in the last two years. MY FATHER'S COAT is a unique life experience. An opportunity to reflect on our extraordinary past and to celebrate the fascinating peoples with whom we all share this country.

SOUTH AFRICA: an enterprise aiming to reveal important, untold stories from our past for entertainment and nation building.

It was an untraditional decision for a chartered accountant settled in his career and it brought on all the unexpected turns and stresses of a new venture. But by the end of 2016, Michael released MY FATHER'S COAT, a story taking a fresh look back into South Africa's past. The story would surpass all expectations, gaining remarkable traction both in South Africa and abroad.

MY FATHER'S COAT has in turn inspired Michael to develop new content. He now has an exciting pipeline of stories, each of which is inspired by the belief that our past carries untapped powers of unity, healing and guidance.



MY FATHER'S COAT

VALUE PROPOSITION

1. CONTEXT & CONSENSUS

MY FATHER'S COAT allows South Africans to step back from the often-frightening barrage of information we call "daily news" and to consider instead, the bigger picture.

The story thereby affords audiences the opportunity to take a rational view on our past and through that, our current state. Importantly, the story challenges my audiences to consider the biases with which we have all been infused and invites them to step for a moment into the shoes of other South Africans.

These principles draw South Africans towards to the story of our shared past, which in turn helps us to build a better consensus in our complex history. A consensus which is ultimately necessary in order to consider ourselves a nation.

The most consistent feedback I receive is that this story connects dots for people about the mechanics of our past, and that this context leaves the audience with a renewed sense of hope.

2. STRONGER TOGETHER

One of the great tragedies of the Apartheid system was that we learnt very little about the various cultural groups with whom we shared our borders.

Accordingly when the early 1990s brought change, the best we could manage as a nation was to promote the idea of "tolerance," an inherently shallow concept meaning acceptance (even if reluctant) despite our acknowledged differences.

However, the true power of our diversity lies not in "tolerance," but rather in the acknowledging and then harnessing the extraordinary accumulated wisdom within each of our cultural groups. A concept so beautifully wrapped in the 2019 Springbok campaign: "Stronger Together."

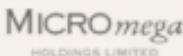
However, this concept is very much dependant on South Africans being informed about these various cultures and their contributions. MY FATHER'S COAT helps to build this awareness and (per feedback) inspires a curiosity to learn more.

"I have learned from you that history, if told honestly, sympathetically and in a balanced way can be a great tool for social good and cohesion."

Malusi Basu
(Alexander Forbes)

REPEAT CLIENTS

A SELECTION OF CLIENTS WHO HAVE USED "MY FATHER'S COAT" ON MULTIPLE OCCASIONS



vickers & peters



Adams & Adams

3. THE POWER OF STORY

"Story is the language of the brain," writes story expert Lisa Cron. An observation backed in turn by science. For stories encourages the production of important hormones which enhance brain activity. Specifically a trio which Mark Lovett calls an "Angel's Cocktail: Dopamine; Oxytocin; and Endorphins.

For these hormones in turn have an extraordinary impact on the brain. They improve our focus and memory; it builds our scope for empathy; and they make us more relaxed and creative.

The story MY FATHER'S COAT remains ultimately an entertaining experience. An important enabler in my broader purpose of making history more accessible.

Accordingly a third of my corporate clients use the show as entertainment for their own clients. Further, because of the broad relevance of the show, many of my clients use the story as a rare opportunity to invite the partners and spouses of their employees to their events.

MY FATHER'S COAT

TESTIMONIALS

Denis Beckett
(Author, Columnist)
(Except from his column in
"The Star")

Is a new South African phenomenon arising here? I'd say, after due reflection: "Yes". Michael's thing is seeing the world, and more specifically the nation, through different eyes.

On the face of it that sounds pretty standard, but I've spent far longer than Michael on this planet and on this soil and he brought up an extraordinary number of ways of seeing things that I had never seen before.

"Is a new South African phenomenon arising here? I'd say, after due reflection: Yes"

"He brought up an extraordinary number of ways of seeing things that I had never seen before."

Sir Nick Stadlen
Producer of the film: "Life is Wonderful: Mandela's Unsung Heroes."

Last night's performance was truly phenomenal. You have created something unique and very important. Immensely powerful and with the potential to change the world.

Paul Harris
(FirstRand and Homecoming Revolution)

I had the privilege of attending Michael's show recently. It was riveting. The political turmoil in South Africa at present tends to consume us and, I dare say, depress us. However Michael's talk highlights that this is not new - we have a rich and fascinating history filled with conflict, toll and amazing characters. It is what has made us so resilient as a country. The talk will leave you in awe of what our forefathers have gone through in their fight for a place in this country.

Vuyokazi Mhlopho
(Director Big Eye Branding)
Michael's story is both

exhilarating and inspirational. I liked his authenticity and respect of South African history and heroes. I found the experience eye-opening and thought-provoking and I would recommend it to anyone wanting to contribute in making South Africa great.

Colin Bell
(Founder at Natural Selection)
Last night we were privileged to be part of a sold out audience of Michael Charlton's new talk, "My Father's Coat".

Michael is a fresh, new story teller in the David Rattray / Rob Caskle mould who delivers a riveting account of the history of South Africa over the past thousand years. The lengthy standing ovation said it all. His talk is a must for anyone wanting a deeper understanding of South Africa and the colourful characters who made our history.

***"You have created something unique and very important.
Immensely powerful and with the potential to change the world."***

Greg Theron
(Rector, Michaelhouse)
Excerpt: school newsletter
The boys sat and listened for two hours and their reactions were as always spontaneous and meaningful. It is my hope that they will forever remember Michael's words.

... Their spontaneous standing ovation at the end of it certainly goes into my memory banks and will forever be part of me, as it moved me greatly. Unfortunately I had to give the thanks afterwards and frankly I don't think I made sense as I was quite choked up.

There is a lack of unifying vision in South Africa at present and frankly I have not felt quite like I did afterwards for quite some time."

Yaw Peprah
(Chief Business Officer at WESGRHO)

A captivating rehash of our complex past, masterfully and eloquently delivered using a carefully researched journey of 5 influential figures. Bravo!!

Mike Stopforth
(Entrepreneur, writer, speaker)

About 8 or 9 years ago I had the privilege of seeing the late David Rattray tell incredible stories of the epic Anglo-Zulu battles of Isandlwana and Rorke's Drift. He was, and still is, the greatest public speaker and storyteller I've ever had the pleasure of witnessing. I see many public speakers, but none have come close. That is, until last week, when I met Michael Charlton. He has crafted a phenomenal talk. I was riveted. I laughed, I learned, and in many spots, was an emotional wreck. I haven't been able to stop thinking about it since.

South Africa's history is a complex, extraordinary, tainted, fascinating tapestry of culture, politics, business, and society. Sometimes, looking at the same event through the lenses of the role players on either side shows just how complicated our past is, and how it still informs what we see happening around us today.

I urge you, especially if you, like me, could do so much more to learn about and understand our roots and the decisions, forces and circumstances that brought us here, to make a plan to see Michael. It will be an invaluable and challenging exercise in perspective, and a guaranteed way to remind you just how special and truly remarkable our home is.

"I was riveted. I laughed, I learned, and in many spots, was an emotional wreck. I haven't been able to stop thinking about it since."

Malusi Basi
(Alexander Forbes)

When I heard how long this story would take, and seeing just one man on the stage, I initially sat on my seat out of respect but a few minutes into your story I remained seated out of interest.

Your efforts in pronouncing some of the clicks in the isiZulu language were noted with great admiration. The balance and non-bias in your story resonated strongly with me, and where one would normally feel bitterness in certain aspects of South African history I found myself feeling balance and perspective.

South Africa is generally race intolerant and this is often fuelled by an imbalanced and unsympathetic rendition of history; however I have learned from you that history, if told honestly, sympathetically and in a balanced way can be a great tool for social good and cohesion.

"I have learned from you that history, if told honestly, sympathetically and in a balanced way can be a great tool for social good and cohesion."

Michell Davis
(Head: Marketing - Wesbank)

One of the best, most grounding, thought provoking, contextual and phenomenal presentations I have attended in a long time.

Adrian Short
(CEO of By Word of Mouth)

Michael reminded me so much of David Rattray. It was so refreshing to sit back and see our incredible history unfold over generations rather than experience our daily cut and thrust of seemingly chaotic events.

Avukile Dlanga
(MICROOmega)

Thank you very much for your South African story! I am greatly touched. It is very very powerful! You are a Game Changer.

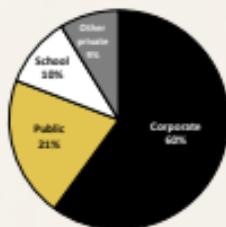
MY FATHER'S COAT

ANALYTICS

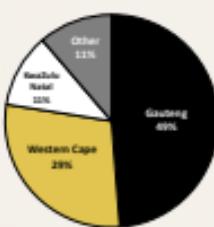
Given that MY FATHER'S COAT is not a traditional-styled corporate talk, this analysis aims to offer prospective clients additional insight as to how, when and to whom the story has historically been delivered. This analysis is based on data from the first 240 performances.

GENERAL

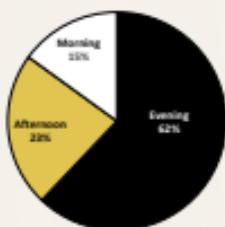
NATURE OF EVENTS



LOCATION



TIMING



My Father's Coat has been performed over 300 times to approximately 45,000 people across South Africa. Corporate events remain the dominant source of demand while the limited monthly public performances are sold out approximately five months in advance.

Initial demand was primarily from Gauteng given the concentration of commerce in the region. The Western Cape and KwaZulu Natal have picked up in recent months. In 2018 and 2019 Michael took the show to London and is considering Australia and the United States during 2020.

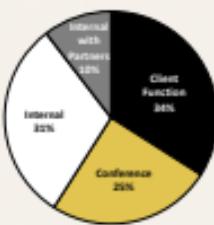
The majority of performances have been in the evening. Evenings allow for a more intense atmosphere and less distractions (notably emails). This is important for a product which aims to draw its audience deep into the story. It has also allowed clients to invite their partners and clients.

CORPORATE

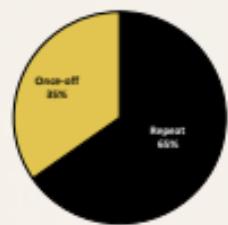
CORPORATE DESCRIPTION

With corporate events making up 60% of the performances for MY FATHER'S COAT, we have included a separate analysis. Broadly, corporate events can be classified in four ways. Firstly, client functions, whereby our client invites their clients for an evening of entertainment and networking. Secondly at conferences (or as entertainment on the evening of a multi-day conference). Thirdly as an internal event, using the story for leadership and transformation purposes. Finally, internal events hosted by clients which take the opportunity to allow their employees the rare opportunity to invite their partners to a corporate event.

CORPORATE EVENTS



REPEAT CLIENTS



75% of performances have been at stand-alone "MY FATHER'S COAT" functions (i.e. outside of conferences or other events).

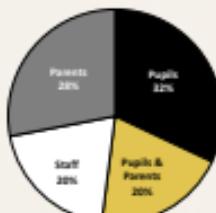
Almost 23% of corporate events involve clients who have decided to make use of MY FATHER'S COAT on multiple occasions.

SCHOOL ANALYSIS

DESCRIPTION

With Inherit South Africa's purpose being to make South African history more accessible, we have made an effort to offer MY FATHER'S COAT to our future leaders. To facilitate this, we offer a 40% discount to all educational institutions using the product. We have had some memorable events with schools and have learnt how best to structure them. Please ask for more details.

NATURE OF EVENTS



SCHOOLS PERFORMED TO:

Michaelhouse	Redhill School
St Andrew's College	Durban Girls College
Hilton College	Cornwall Hill College
DGG	St Alban's College
Roedean School	Somerset College
St Peter's Prep	Kearsney College
St John's College	Jan Cilliers Laerskool
The Ridge School	Danfern College
Springfield Convent	Theodor Herzl

MY FATHER'S COAT

FACT SHEET

Rate:	We use a flat rate negotiable for more intimate audiences. Please get in touch for a quote.
Length:	104 minutes (or a 90 minute shorter version) The story is best delivered as 52 minutes, then an interval, and another 52 minutes. Typically conferences use tea or a meal to break the story. This requires a two hour slot start to end, including the interval.
Seating:	The preferred seating is cinema-style, but Michael can adapt to other seating arrangements.
Programme:	Michael provides programmes for his performances. These are included in the rate unless specific client branding is requested.
General Admin:	Michael's colleague, Kathryn Ponting (see contact details below) is available to attend to administrative requests and questions that arise in the process of setting up the event. Kathryn has successfully organised over 300 of Michael's performances. This support included in the rate.
Marketing:	Michael and Kathryn have developed a set of invitation, emailer and poster templates designed to be adapted for our client's branding. This service is included in the rate.
Technical	Set up: Michael works off his own Apple Macbook Pro in PowerPoint It is a large presentation and as such his Mac works best (although for large conferences we realise that this isn't always possible.) Michael requires a podium (or equivalent) to ensure his prompts are easily visible at standing eye-height. (i.e. not a standard table) Michael carries his own clicker. Michael can plug into either a VGA or HDMI connector.
	Sound: Michael requires a hands free mic for a large audience. The presentation includes background sound which is embedded into the PowerPoint.
Slides:	Michael's story is heavily reliant on imagery. As such a good size screen (or wall) is recommended. His slide size (i.e. 4:3 or 16:9) can be adjusted to match the available screen. The presentation will not be sent in advance of the event day to be pre- loaded onto a third party system.
	Back-up: Michael carries a set of equipment (with the exception of a screen) as a back-up. This includes a projector, sound, and extension cables.
Contact Details:	Michael Charlton MichaelCharlton@InheritSouthAfrica.com 083 444 5204 Kathryn Ponting KathrynPonting@InheritSouthAfrica.com 083 327 3500