



Upstream : BP Leaders Film

Treatment 1

Overview

The Upstream leadership programme sets out to enable a behavioural shift and facilitate change amongst leaders; that will engender accountability and a more open and inclusive culture to energise our people and motivate their teams - encouraging an entrepreneurial spirit.

The brief for the film was to create a ‘wow’ impact amongst this audience. A film that could inspire, have an edge, engage emotionally, move people and show we are changing.

The caveat - which applies to both treatments - is that the films will be shaped, attuned to and influenced by each leaders story.

Treatment 1 - Overview

What follows is a treatment for a film that gives expression to the elemental physical forces of nature - related to the energy and forces within us as people who can change and grow.

It’s a film that sets out to evoke a sense of wonder about our world. That feeling we have when we experience the elemental grandeur of the earth.

It’s a film about our humanity as leaders and how we evolve and change . It’s about who we are as people - within the company and within the world at large.

It’s a conversation about leadership and how and why it matters. It’s a film that will go back in time - to how those leaders grew up and evolved as people.

Needless to say this is a film that does not set-out to be corporate - but it does set-out to appeal to the senses; to position the nature of enlightened leadership within an image system that will make visual connections and juxtapose the words of the subjects with visual flights of the imagination - via metaphoric and analogous imagery (be it time-lapse, hyper lapse or elemental forces) that is intended to stir the emotions and energise the audience. The ideas that underpin the visual treatment are designed to give resonance to the big narrative themes that the film will bring to life:

- I. **growing up**
- II. **why BP?**
- III.**the nature of leadership**
- IV.**what are we here for?**
- V. **the elemental forces - risk**
- VI.**the elemental forces - energise**

This is the narrative structure. Each of these are broken down into questions and meta themes in the **story narrative** that follows. These would form the basis for the interviews and each leaders story.

Storyboard-Moodboard follows.



Upstream : BP Leaders Film

Treatment 1

Story-narrative structure : themes and questions.

GROWING UP

Birth – Family – the wonder of the world
Growth
What it means to be human
My dreams – what I dreamt of being and doing
Heroes and influences – what shaped me
What was it about those heroes you admired?
Human development – what is growth about?
(who am I – what are we here for).

WHY BP

How I felt when I started – the first day I walked through the door
What was I part of?

THE NATURE OF LEADERSHIP

Are we born leaders?
Are leaders made – the forces that make us
How do we become leaders?
What is a leader?
What does leadership mean?

WHAT ARE WE HERE FOR

Why does leadership matter?
BP – Have we lost sight of what made this company great?
Are we part of something bigger – human progress
Is there a sense that you are on a journey - personal/professional?
Feelings – what I feel about this company – what I feel about the people I work with
Growth – of people – reaching out – human potential
How can I know myself – and know my colleagues as people
My achievements – the one thing that made me proud
A mistake I made – what could I have done better.

THE ELEMENTAL FORCES - RISK

What is risk? – being on the edge - courage – being brave
Exposing yourself – feelings - caring about others – instilling faith and hope.
What is change? (relate to growing up – how I changed).

THE ELEMENTAL FORCES - ENERGISE

Unlocking and unleashing those forces within us – energising our teams –
How do we grow and flourish : because what are we here for?
Being part of something bigger – human progress – we are tapping into, understanding and working with the forces of nature.
Change is part of life.



Upstream : BP Leaders Film

Treatment 1 - Summary

Anticipated duration
5-7 minutes + cutdown (trailer etc.)

The film is composed of -
Filmed material:

- *4 - 6 leaders (subjects/participants) chosen from Upstream - global ; set within the outlined structure and image system - it is their narrative and story that will underpin everything.
- *originated material - shot on location of participants; mainly shot outside of the office in non-corporate settings; with family for example; and some work sequences but these sequences are determined by energy - active - movement - staged moments.
- *specially filmed (high speed e.g slow motion) high diving sequences + *possible* skydiving sequence.
- *images supplied by the participants (home video & stills).
- **possible* generic re-enactment scenes of childhood/youth.
- **several* hyper lapse sequences with speed ramps (photo time lapses shot over a very long distance to create a sense of tracking).

Bought in/acquired:

- *time-lapse sequences (various film libraries/archives) of nature, natural world.
- *stock shots (various libraries/archives) - nature, natural world, people, weather phenomena, still or moving imagery of historical figures (Ghandi etc.)
- *BP archive - assets, people, locations, historical footage.

Music (please see attached tracks) - indicative style examples that set the desired tone, mood and feel of the film:
'Experience' - Ludovico Einaudi
'Bloom', 'Energy Pilot', 'Search for the Blue Pearl' - all by Reid Willis

Interviews
presented/staged via 'eye-direct' set-up against neutral backgrounds; shallow depth of field.





Upstream : BP Leaders Film

Treatment 1 - Summary

Visual Execution

The look

Time-lapse and flash back treatment; home video.



Match edits

Sequences (montages) will use match edits: that have something in common such as continuous action, movement, colour or content.

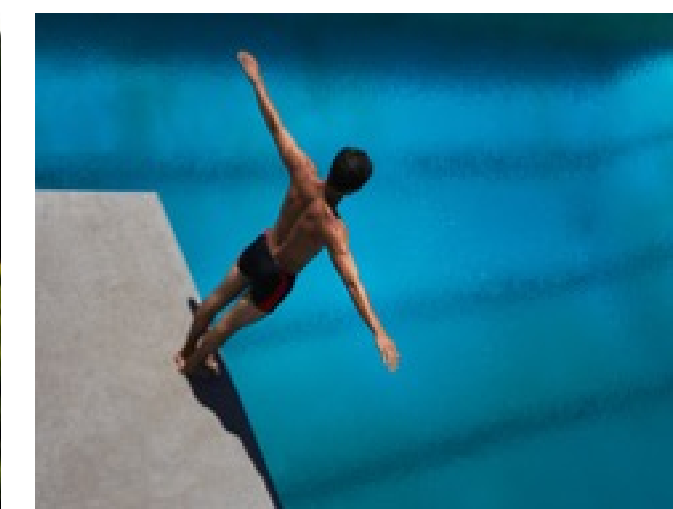
Hyper lapses

Photo time lapses shot over a very long distance to create a sense of tracking, with speed ramps.

example - [click on link](#)

Tone/Feel

Reflective, insightful, compassionate, honest, moving, energising, inspiring. Human. Leaders speaking authentically from the heart.
The music is a key part of establishing the mood/tone (please see Music - indicative track samples attached).





Treatment 1 - **Storyboard/Moodboard**

What if?

We begin with a statement - a quote on screen...

'Be the change you want to see in the world.'
Mahatma Gandhi

OPENING SEQUENCE - *back in time*



*leader on camera...
takes us back in time to their early life...*



We hear the first bars of the films music theme...sound FX of reverse splash... a reverse slow motion sequence - from a splash of water to a high diver in reverse - ramps up...from mid-dive...



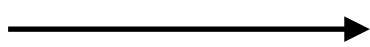
...back to a high shot of the diver poised on the board...



...to a sequence of flickery imagery - pictures or home video of the leader - back in time, from adult to boy to baby...



GROWING UP



they begin to tell us their story...the imagery is literal and impressionistic (evoking feelings, sensations, inner thoughts) analogous and metaphorical...



Birth – Family –



childhood (home video-stills or generic shot imagery, actors etc.)



growth



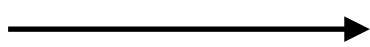
interviewee's in vision - eye direct



the wonder of the world



GROWING UP



INTRODUCE THE OTHER LEADERS - BACKSTORY

imagery evoking feelings, sensations, inner thoughts



Birth – Family –



childhood (home video-stills or generic shot imagery, actors etc.)



growth

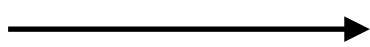


interviewee's in vision - eye direct



the wonder of the world

GROWING UP



imagery begins to take on flights of fancy, becoming elegiac even



Human development – what is growth about?

Heroes and influences – what shaped me - What was it about those heroes you admired?



(who am I – what are we here for)

begin to develop the imagery - introducing elemental forces of nature...via hyper lapse sequences

half mixing between the leader on camera and their early self

WHY BP

—————→ *how they felt at the beginning of their career. We begin to see them at work - but active, energised...and play with visual metaphor/analogyes*



How I felt when I started – the first day I walked through the door



What was I part of?



How did it feel...



THE NATURE OF LEADERSHIP

—————> *the narrative begins to drill down deeper...the imagery playing back and forth with metaphor, analogy, impressionism...*



Are we born leaders?



Are leaders made? – the forces that make us...and impact us...



How do we become leaders?



What is a leader?



What does leadership mean?

WHAT ARE WE HERE FOR



the aesthetics are elegiac, uplifting, other worldly



Why does leadership matter?



Are we part of something bigger – human progress



Growth – of people – reaching out – human potential



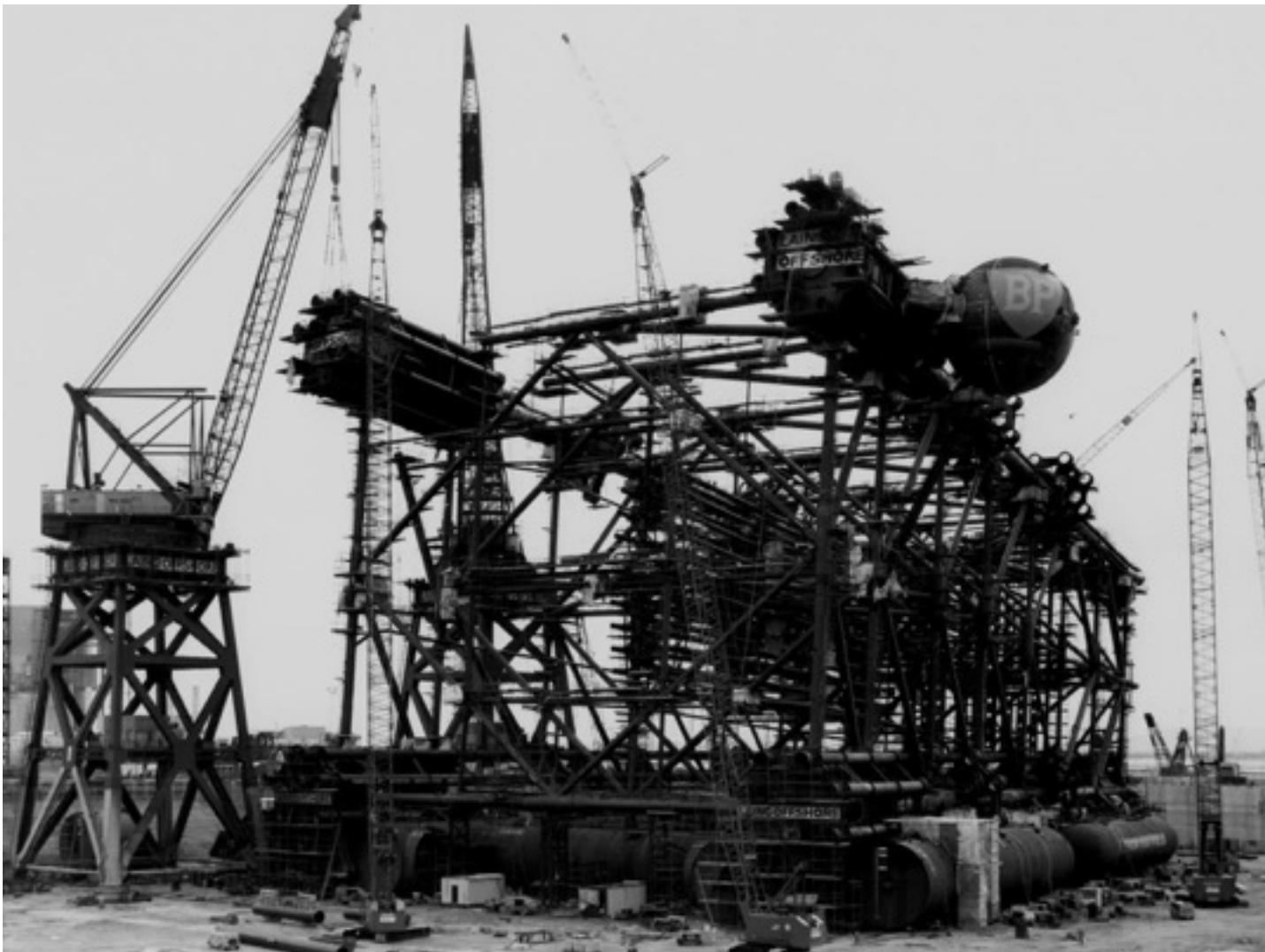
Is there a sense that you are on a journey - personal/professional?



WHAT ARE WE HERE FOR →



BP – Have we lost sight of what made this company great?
fast flickery archive of historic milestones in the development of BP



How can I know myself – and know my colleagues as people
moments of pause & reflection with the leaders , we see them in repose...



My achievements – the one thing that made me proud
we see them in repose... reflective - direct to camera - a pause, a look



A mistake I made – what could I have done better

THE ELEMENTAL FORCES - RISK



we introduce one of the central metaphors...a high diver - on the edge, taking a 'risk'...



What is risk? – being on the edge - courage – being brave — building trust
slow motion sequence...the diver standing on the edge of the board then preparing to leap...slower and slower as we follow their plunge...the imagery should feel graceful and elegiac



as the diver spins in slow motion against blue we match cut to a spinning satellite against a dark blue background

THE ELEMENTAL FORCES - RISK



Exposing yourself – feelings - caring about others – instilling faith and hope.

and back to the spinning diver...and match cut on the movement of birds in flight in slow motion and match cut to the spinning, flying like motion of dancers...



What is change? (relate to growing up – how I changed).

we flash back to youth - to birth and then to a sky diver flying and a team supporting and holding each other - with that sensation and exhilaration of human flight...

THE ELEMENTAL FORCES - ENERGISE



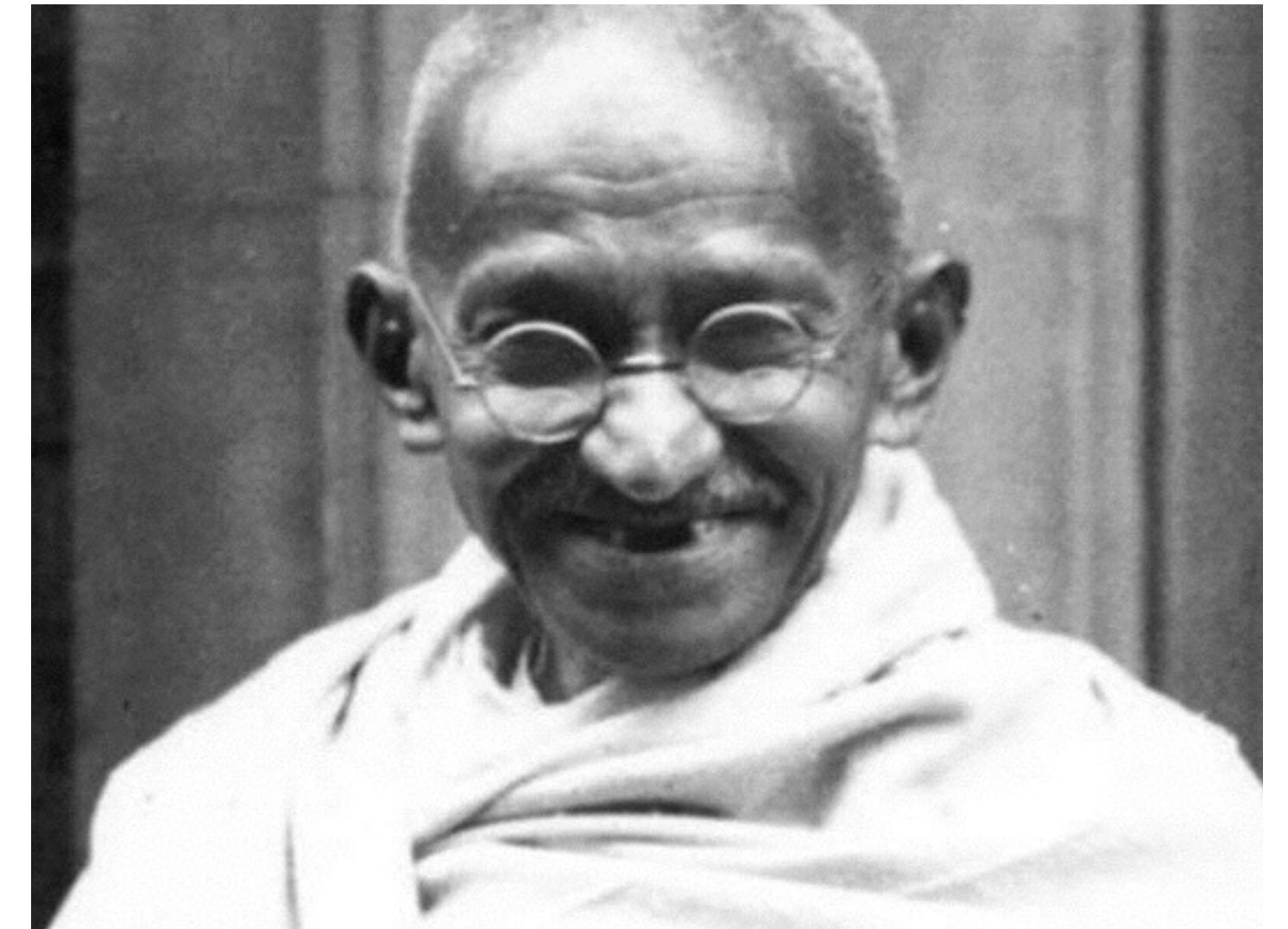
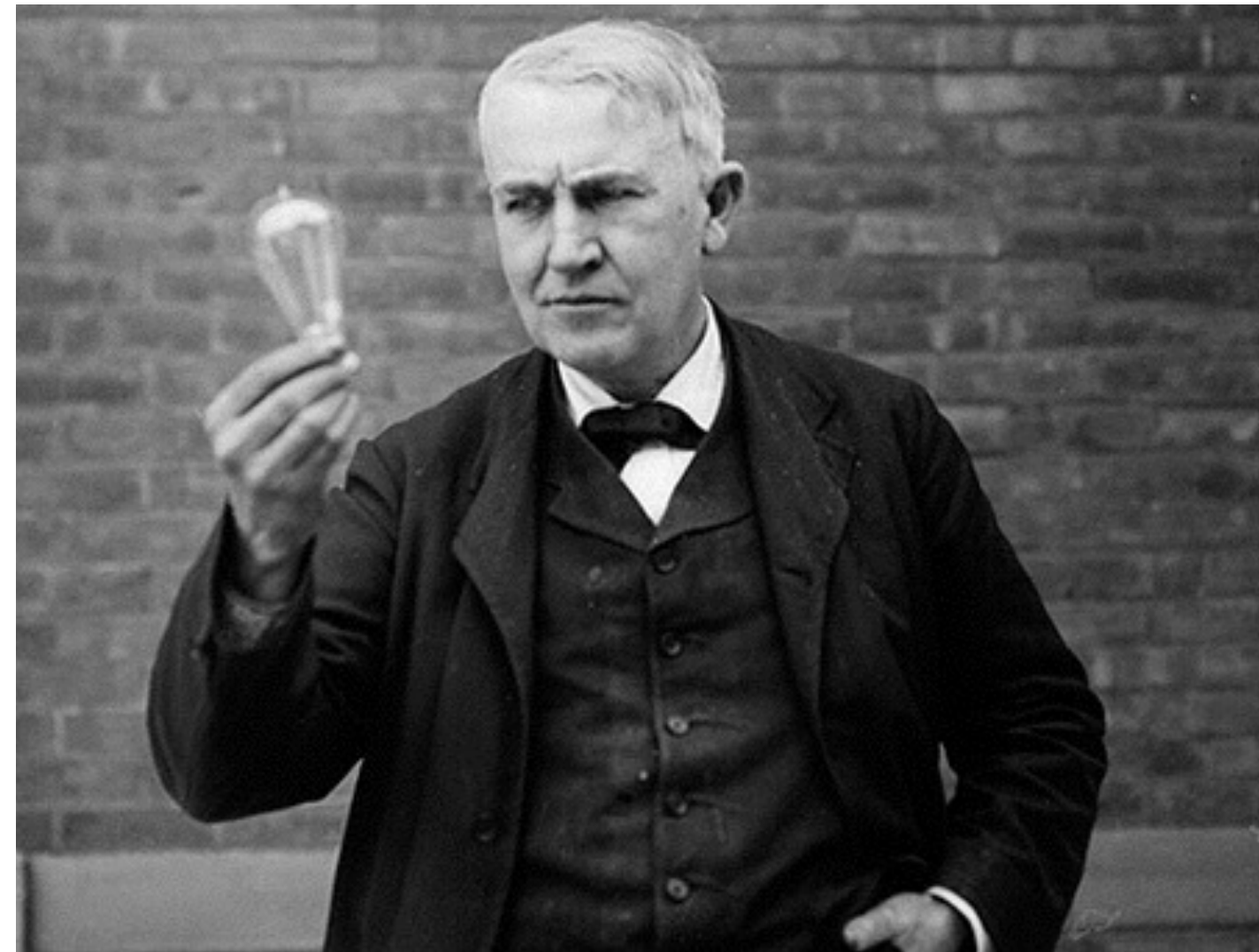
Unlocking and unleashing those forces within us – energising people –



repetitive imagery and motion begins to build with matching cuts and visual connections, revising imagery from earlier in the film
How do we grow and flourish : because what are we here for?

Being part of something bigger

THE ELEMENTAL FORCES - ENERGISE



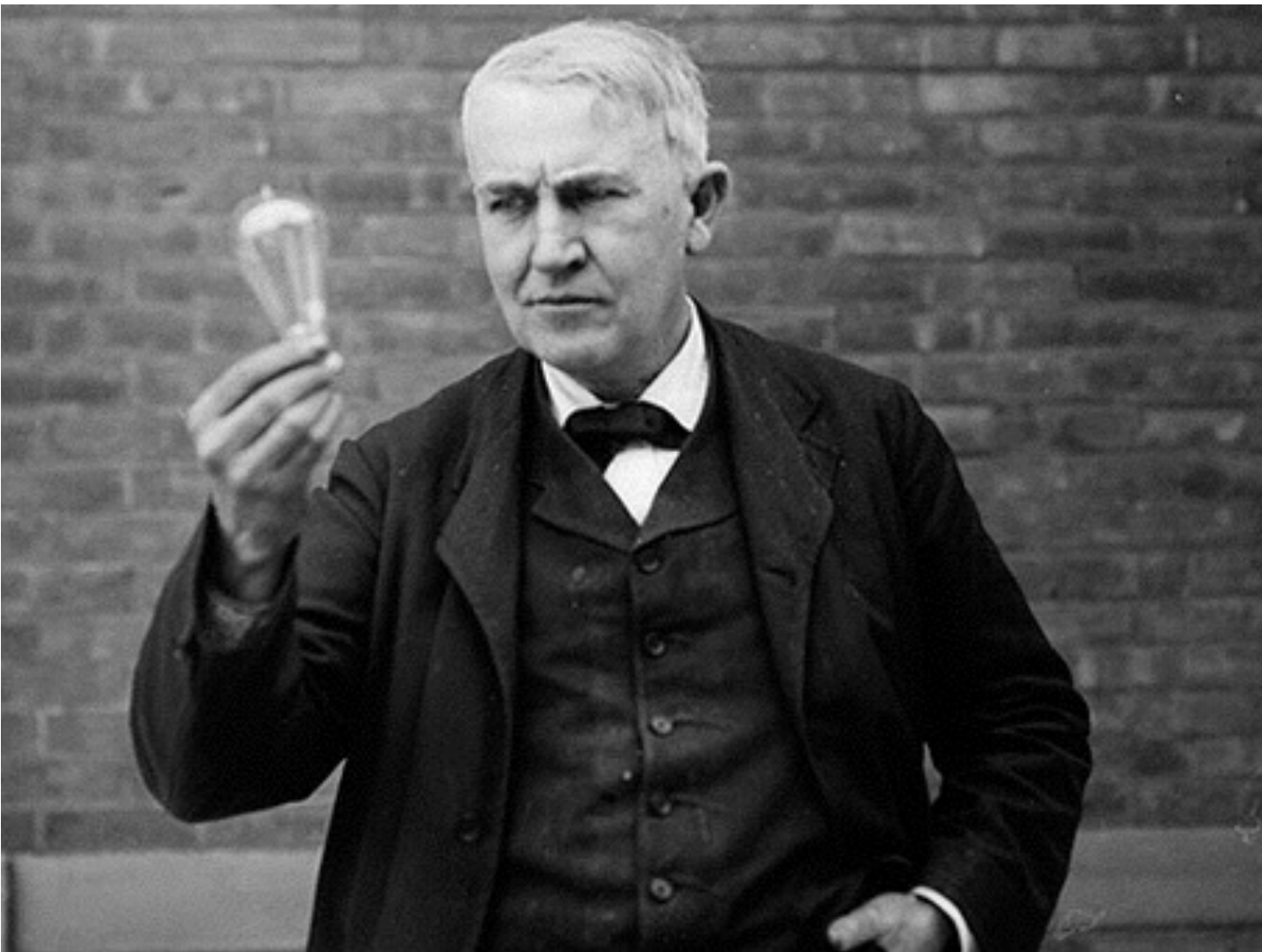
a flickery montage of iconic leaders who have inspired - statesmen and women, entrepreneurs...

– human progress – we are tapping into, understanding and working with the forces of nature.

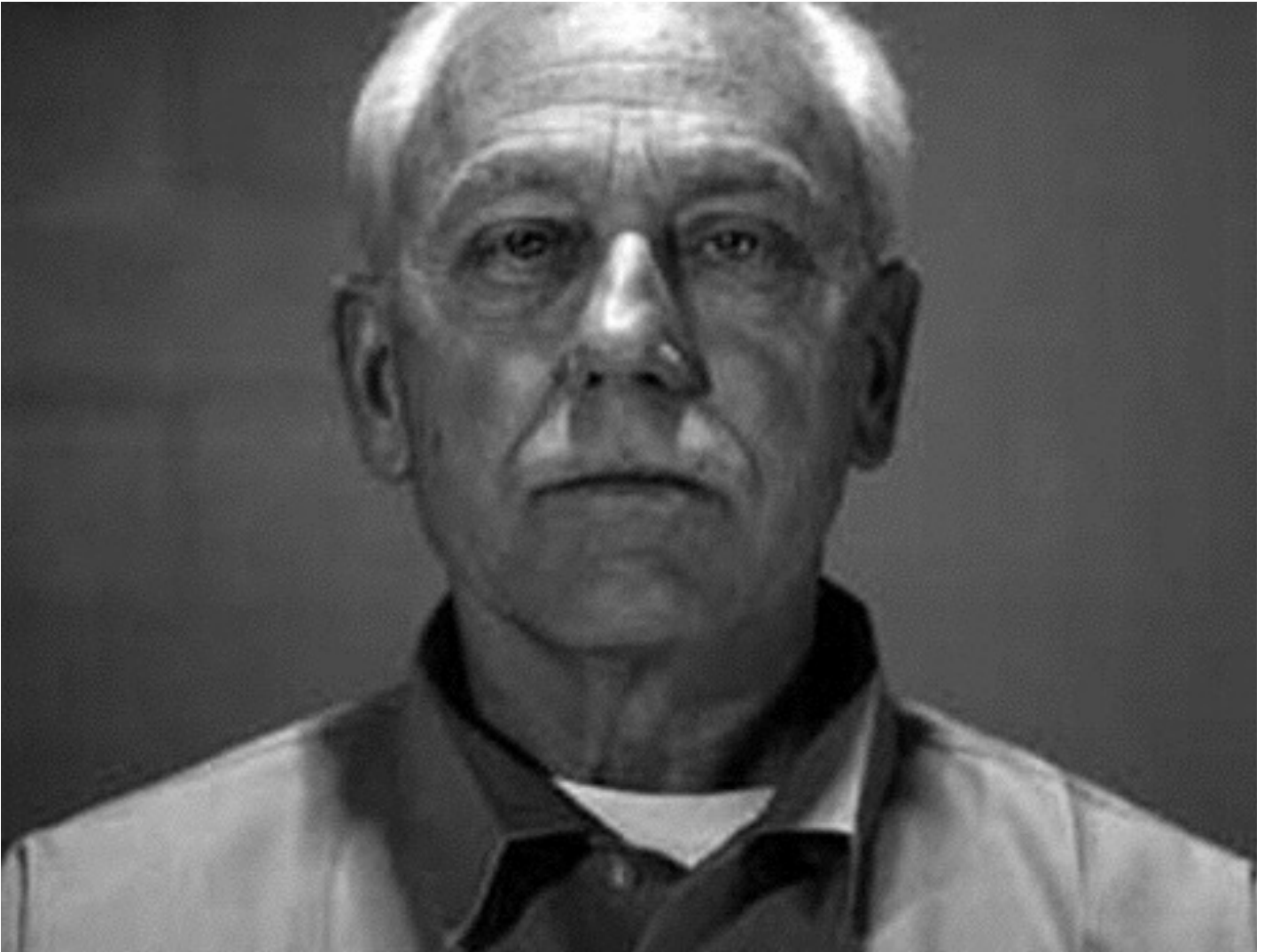
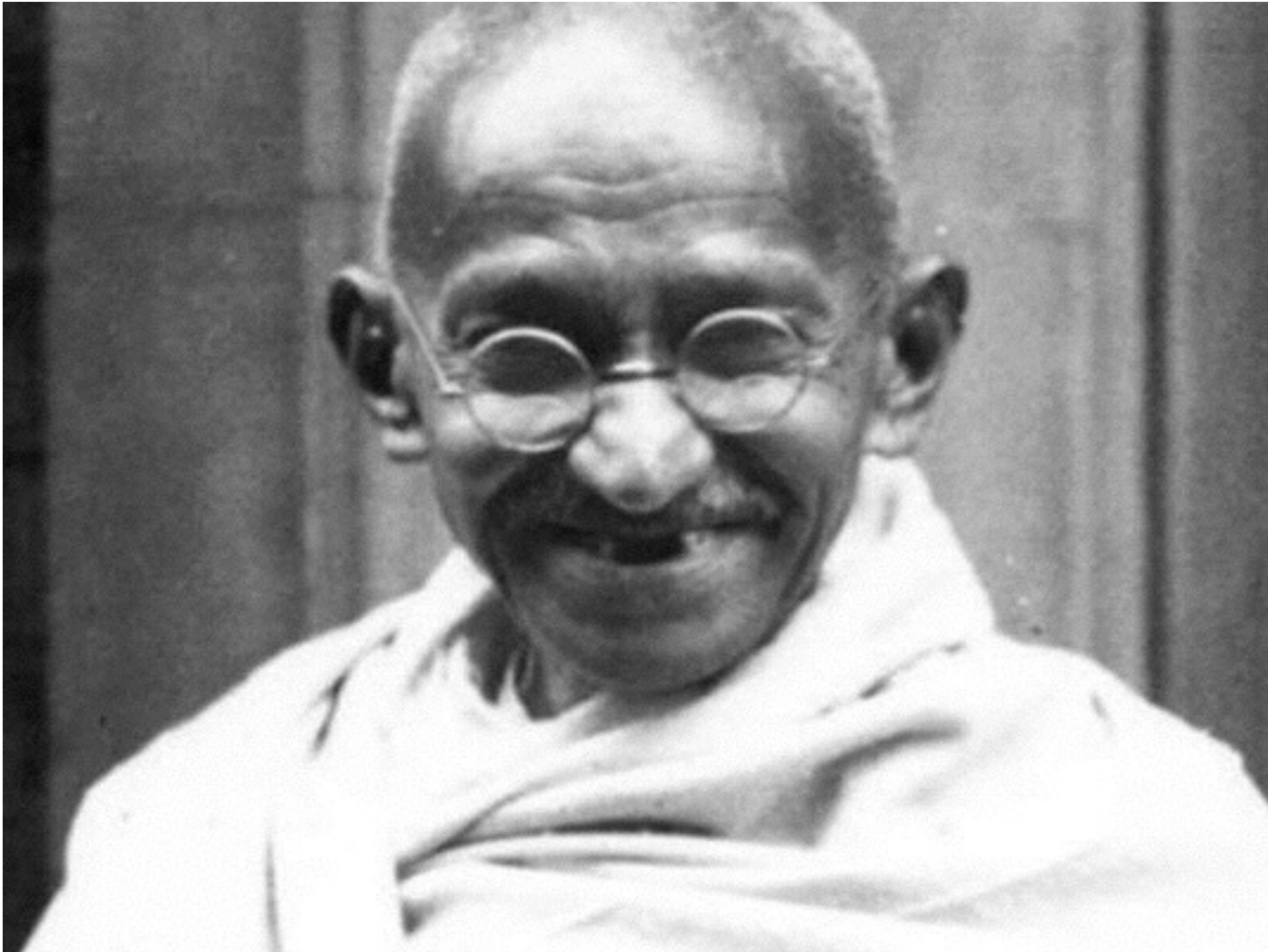


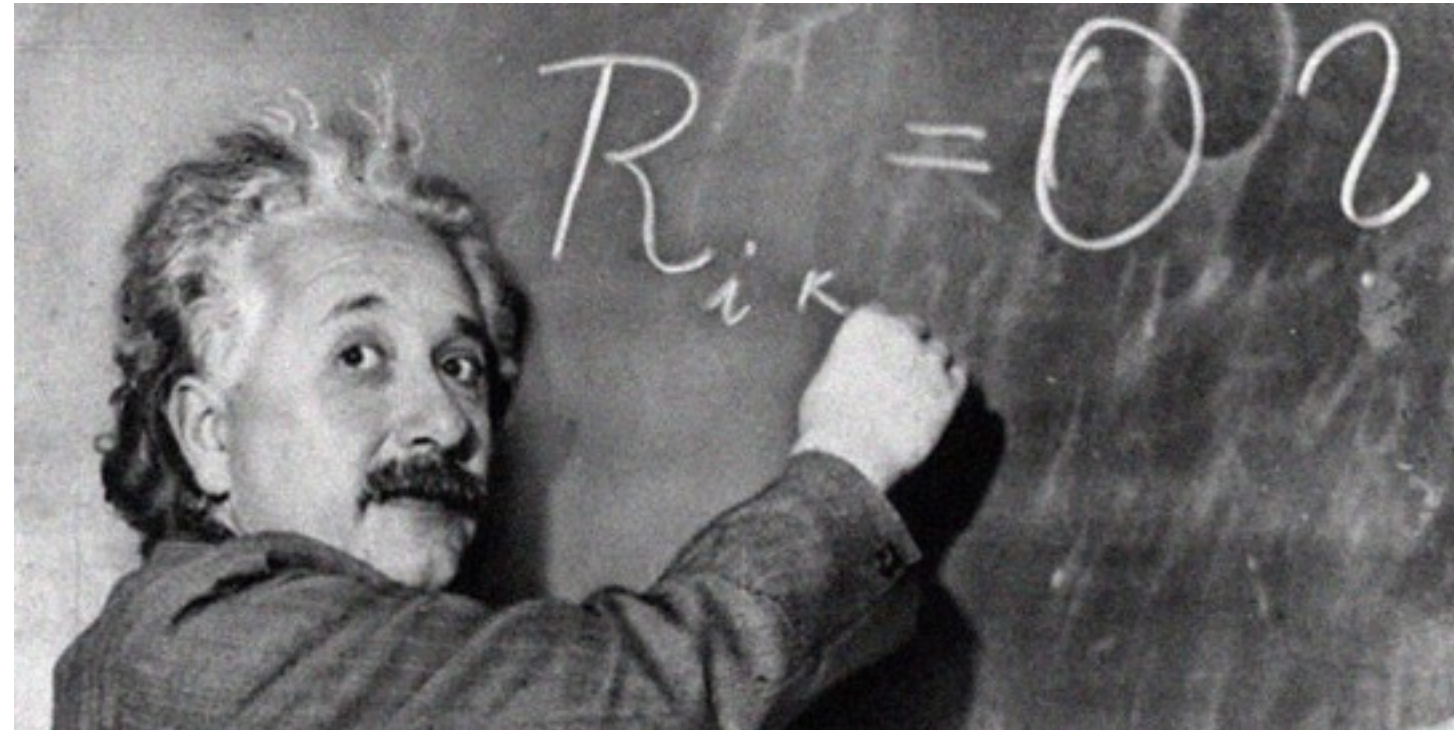
Change is part of life.

THE ELEMENTAL FORCES - ENERGISE



repetitive motion builds as we now intercut BP leaders on camera with the archive of leaders - statesmen and women, entrepreneurs...
what we do matters - empowering - energising and motivating our teams to inspire and engender an entrepreneurial spirit .





“There is no passion to be found playing small -
in settling for a life that is less than the one
you are capable of living”

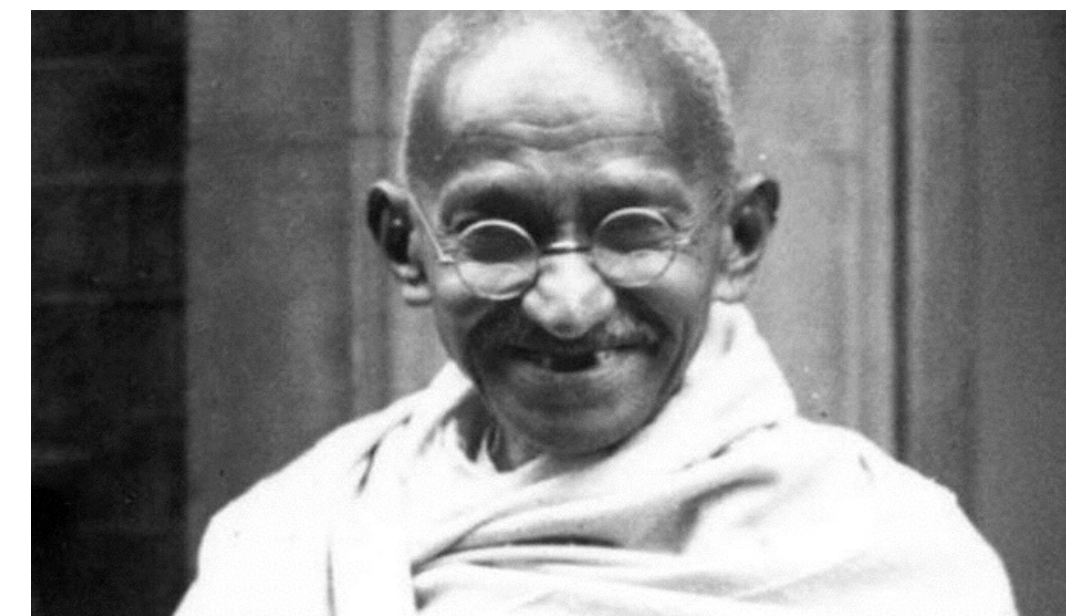
“I learned that courage was not the absence
of fear, but the triumph over it”



“The biggest risk is not taking any risk...
In a world that’s changing really quickly,
the only strategy that is guaranteed to fail
is not taking risks”



“It is important to remember
that we all
have magic inside us”



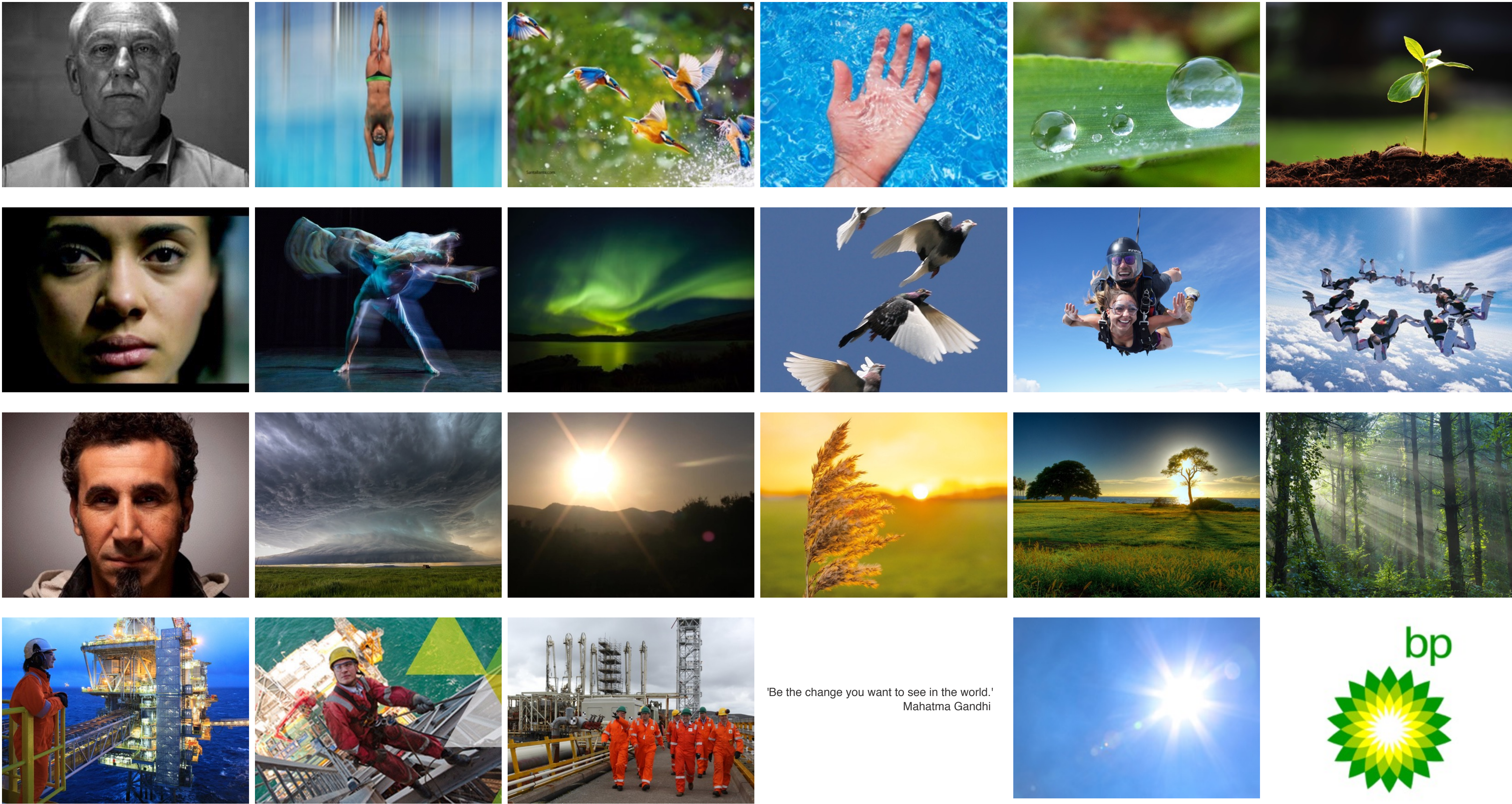
“Be the change you want to see in the world”



“Life's most persistent and urgent question is,
what are you doing for others?”



→ the film builds to an energising reprise - repetition, back and forth of interconnected uplifting imagery - from the leaders on camera to thematic visual sequences: growth, change, elemental forces





Upstream : BP Leaders Film

Treatment 2

Treatment 2 - Overview

The film is based on 4 leaders - their stories and their insights - chosen from global operations. It is structured as follows:

We begin by seeing all four on-screen together in a split screen quartile arrangement. Then we focus in on one leader and tell each of their stories separately.

This is approximately the first two-thirds of the film.

The last third of the film focuses on some of the bigger questions and themes and we juxtapose their various responses so that we create a mix of insight and experience.

The look and feel

- A sense of a journey. Building in movement, travelling, going somewhere - all helps to build a sense of energising.
- Use of back lighting; natural light - engenders warmth.
- Split screen for initial set-up/introduction and beginning of each leaders story.
- Using super 8 aesthetic (for some sequences) to create reflection, retrospective, introspection.
- 'Eye direct' technique for interview set-up; helps build eye contact and intimacy with viewer.
- A dream sequence. Super 8 monochromatic/sepia look. The objective is to create deep insight into a leaders hopes and fears and dreams.

Moodboard follows.

Key narrative themes

- what is change?
- how do we we change?
- what are the mechanisms?
- what does behaviour mean?
- what is leadership?
- what is empowerment?
- what is hope?
- what is inspiration?
- what is motivation?
- what is energising?
- what is entrepreneurial?
- how do we energise those around us?



Key narrative themes

what is change?
how do we we change?
what are the mechanisms?
what does behaviour mean?
what is leadership?
what is empowerment?
what is hope?
what is inspiration?
what is motivation
what is energising?
what is entrepreneurial?
how do we energise those around us?

Structure

Intro -
leaders stories (2/3 of film approx.) -
last 1/3, leaders juxtaposed.

Indicative Style guide

<https://vimeo.com/116518004>

- a sense of a journey
- use of back lighting; natural light
- split screen for initial set-up/introduction
- using super 8 aesthetic
- 'eye direct' technique
- a dream sequence



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Treatment 2 - Summary

Anticipated duration

8 minutes + cutdown (trailer etc.)

The film is composed of -

- i. source material originated on location**
- ii. personal photographs, archive/home movie courtesy of leader/BP**

Music

TBA. Anticipate piano based.



Split screen - quartiles: leaders and action: appear at beginning and as we introduce each leaders story...



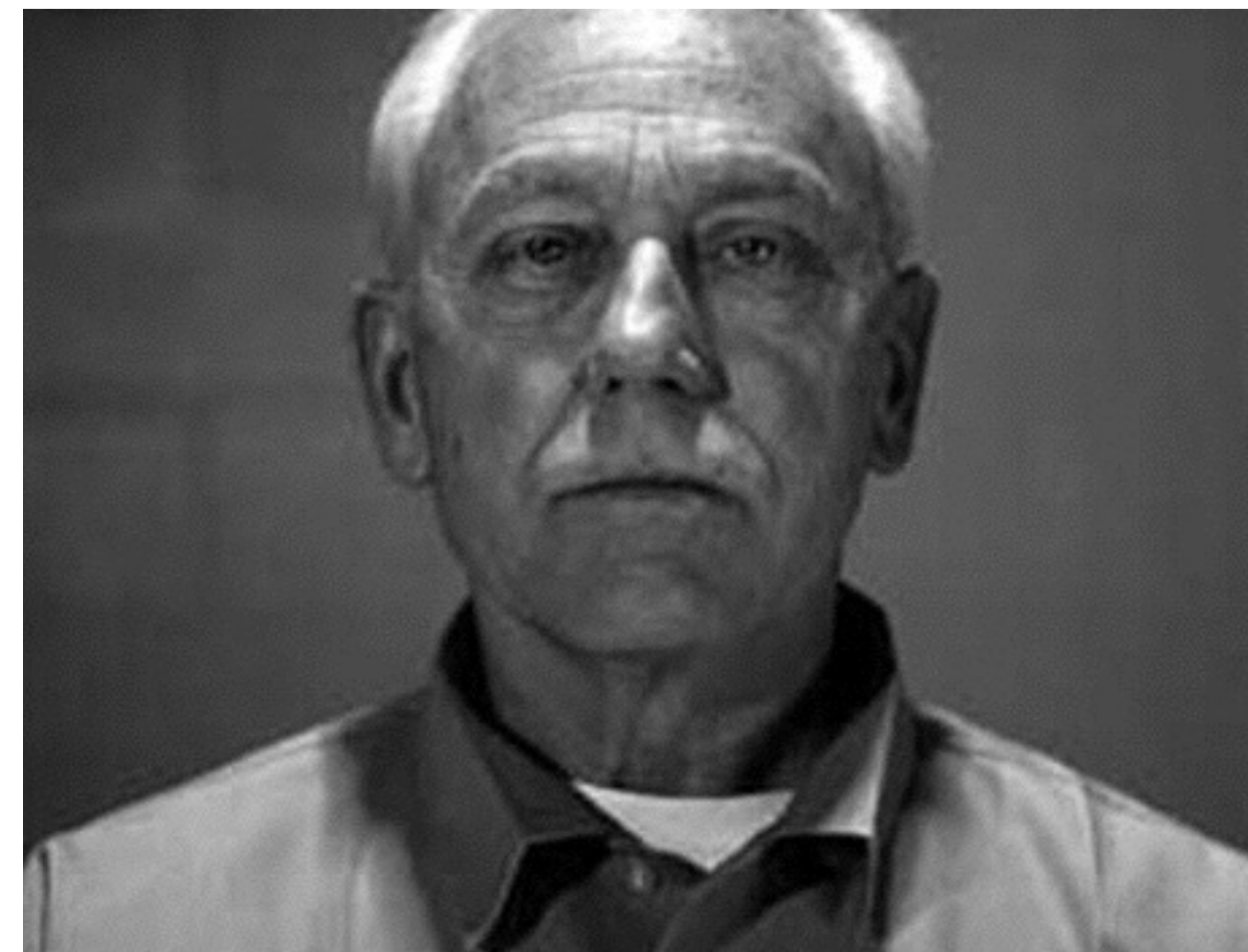
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Treatment 2 - Moodboard



Split screen

4 leaders -
4 inspiring stories
4 quartiles



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Split screen

4 quartiles -
allows for variation

Treatment 2 - Moodboard





‘Eye direct’ - interviews with leaders directed straight to camera.

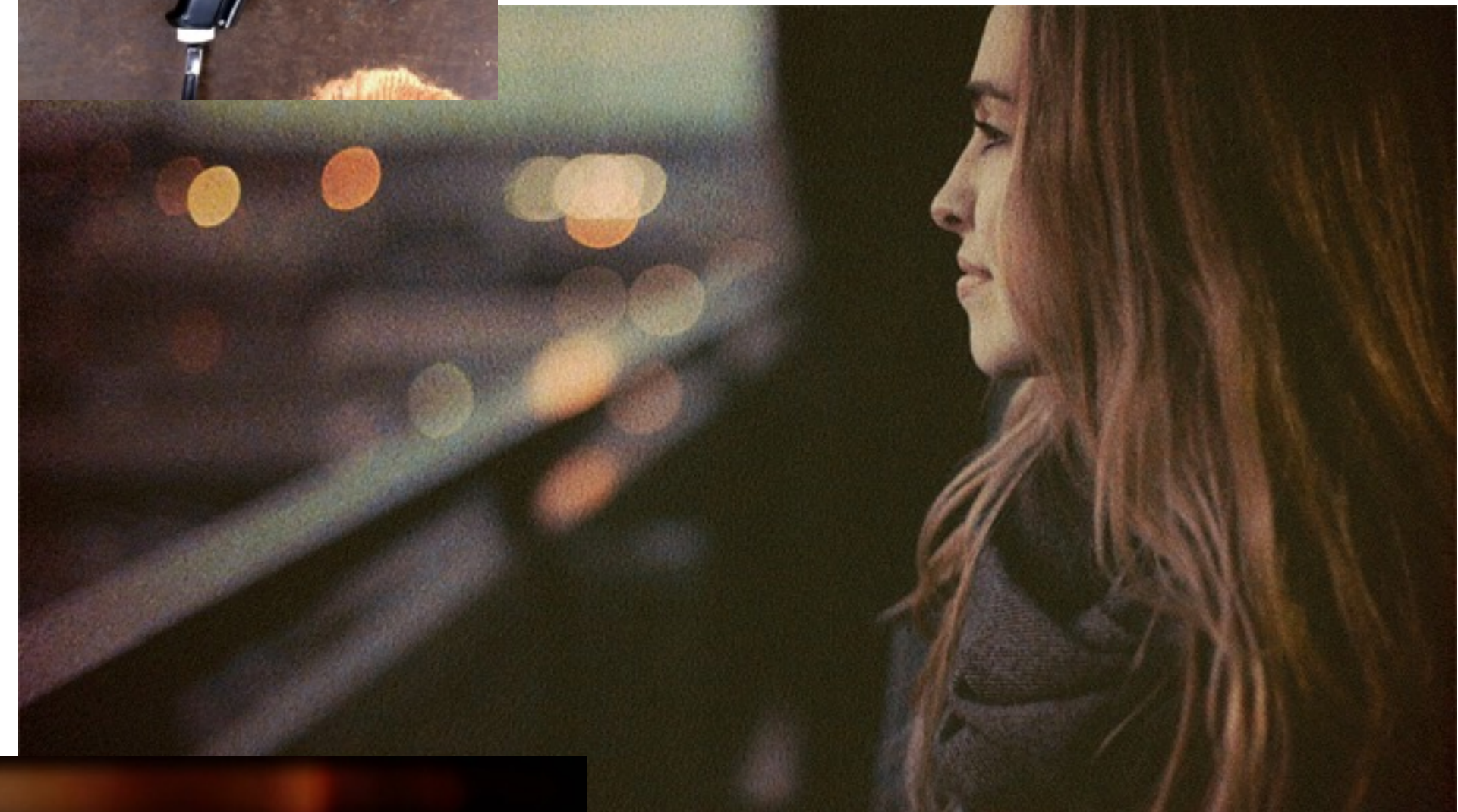


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Treatment 2 - Moodboard

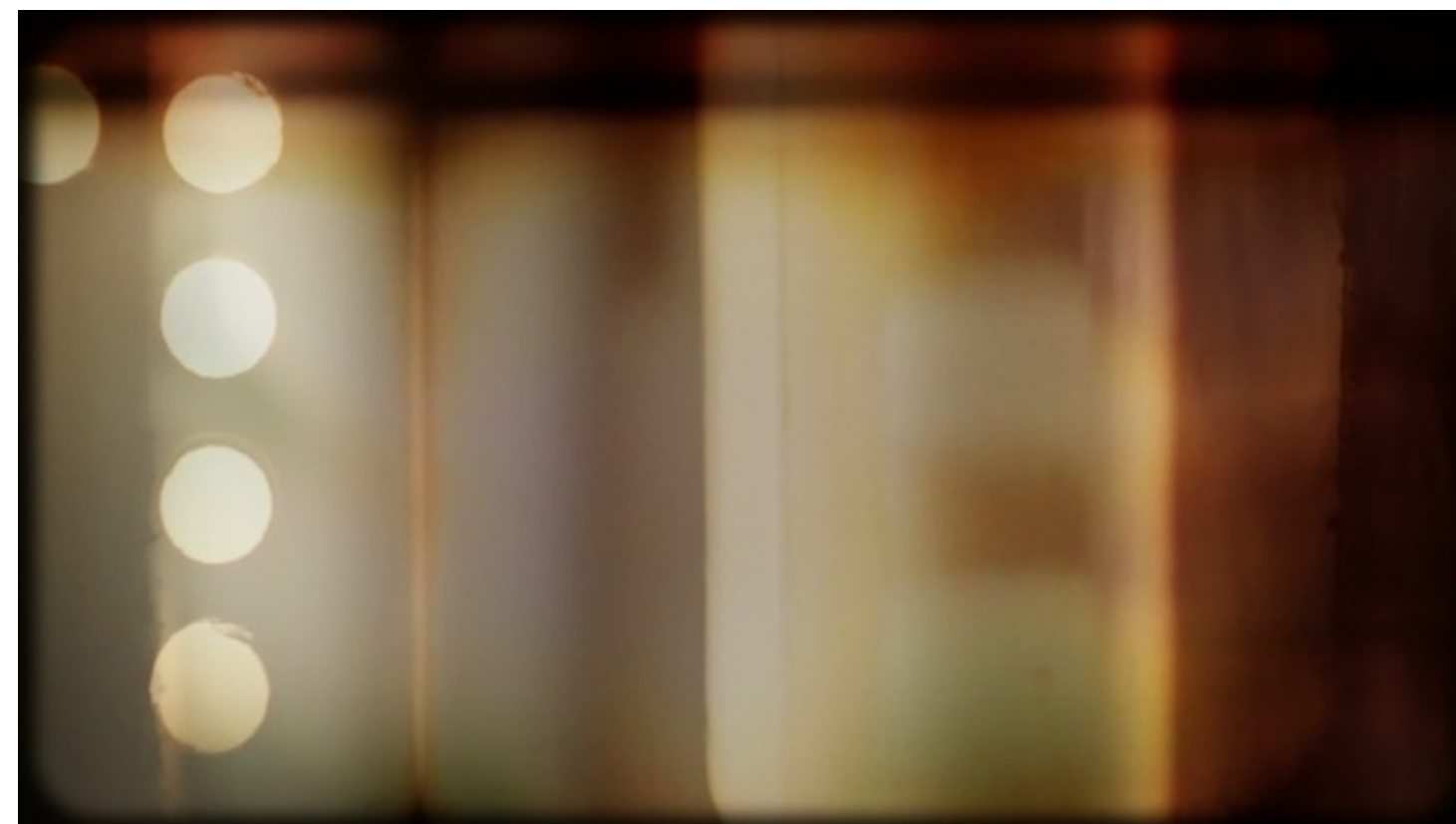
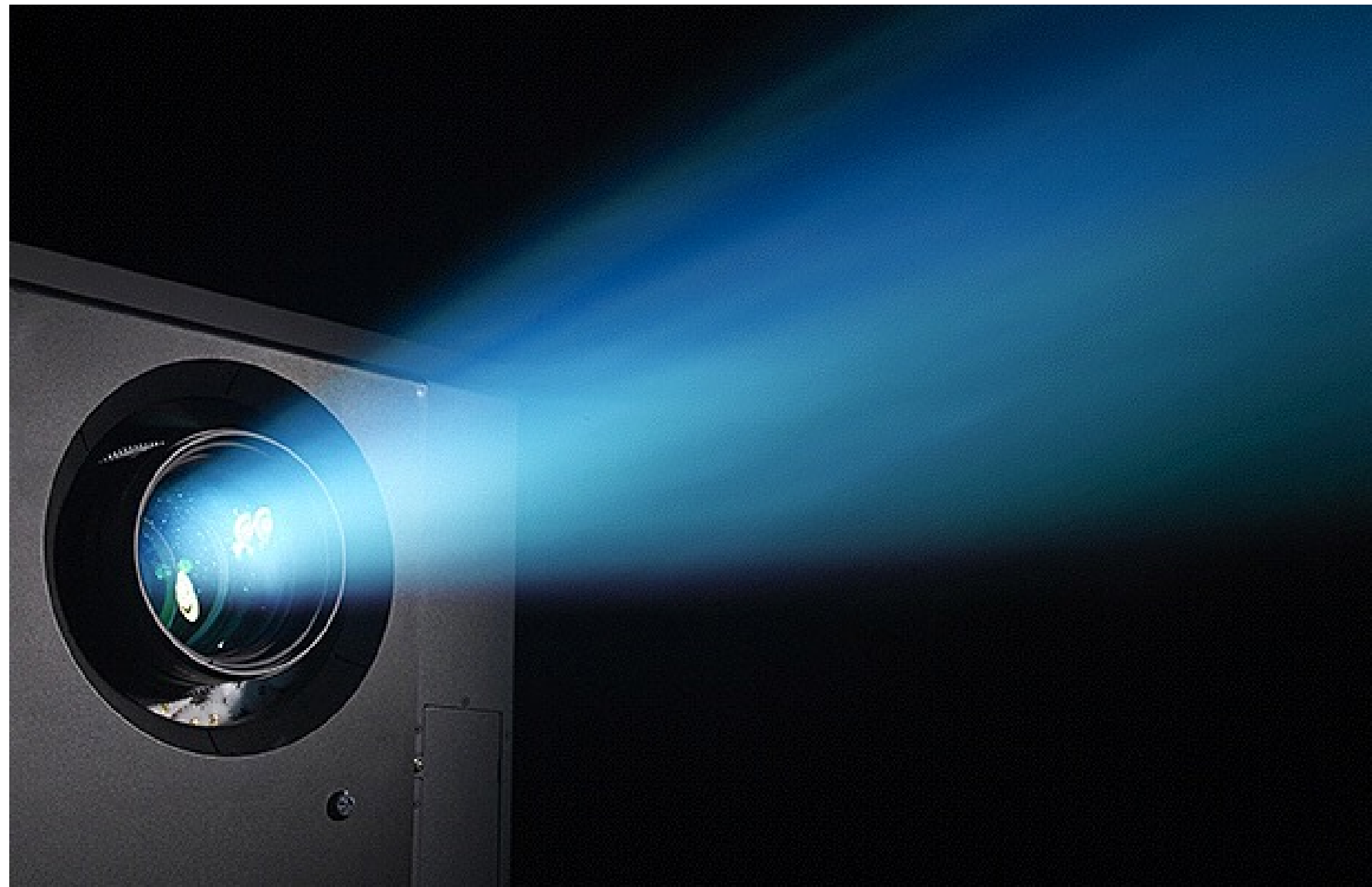
Super 8

Using the aesthetic of super 8
to create retrospective look and feel.





Backstory - the past; super 8 'theatrical' feel of leader viewing images of themselves projected on screen; narrative context - growing up, how i became a leader, who i am, 'my first day at BP', 'what is change'. Creates a space for reflection.



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Treatment 2 - Moodboard

Dream sequence

Super 8mm look - monochrome/sepia.



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Treatment 2 - Moodboard



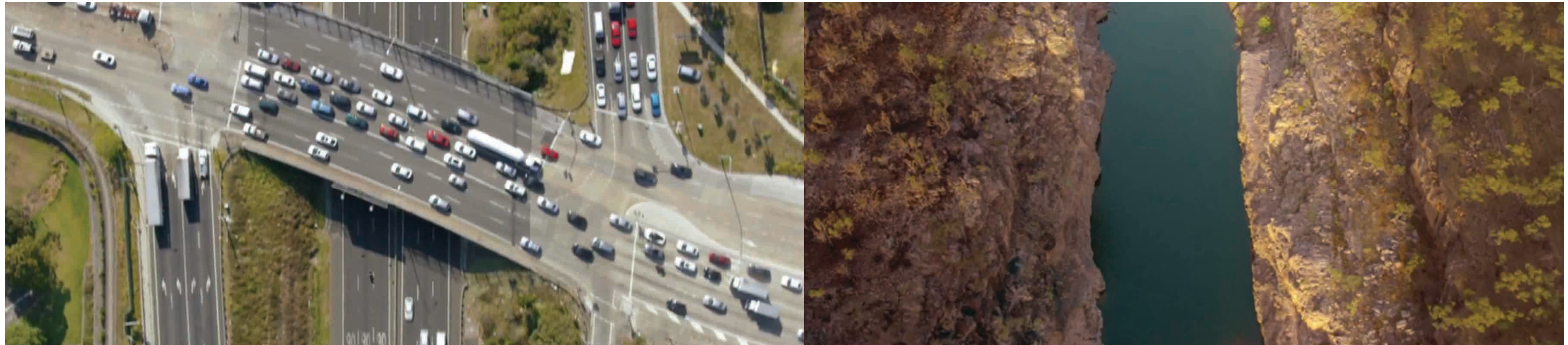
Fluidity & motion - sense of a journey, going somewhere.





Overhead travelling-flying shots

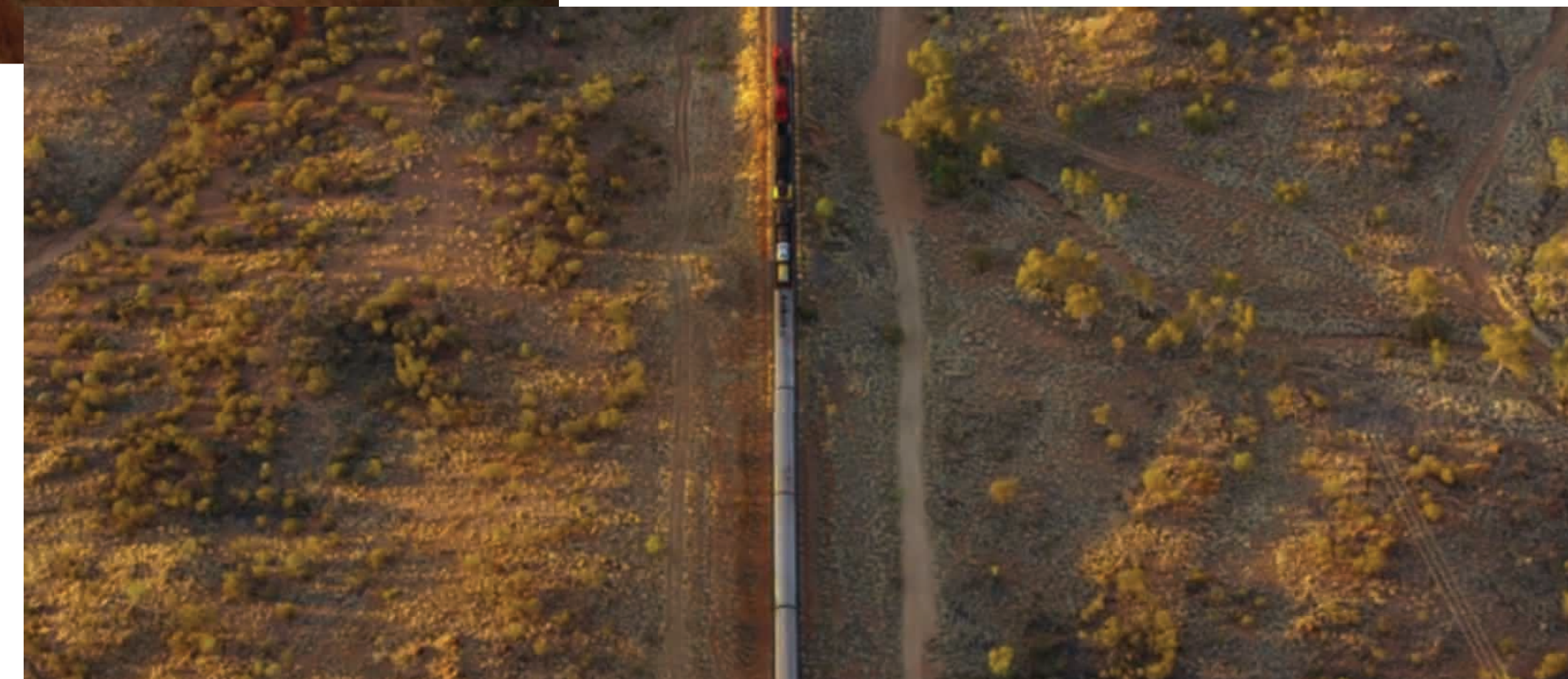
jump-cuts create dynamic fluidity of composition
focused on vertical & horizontal axis.





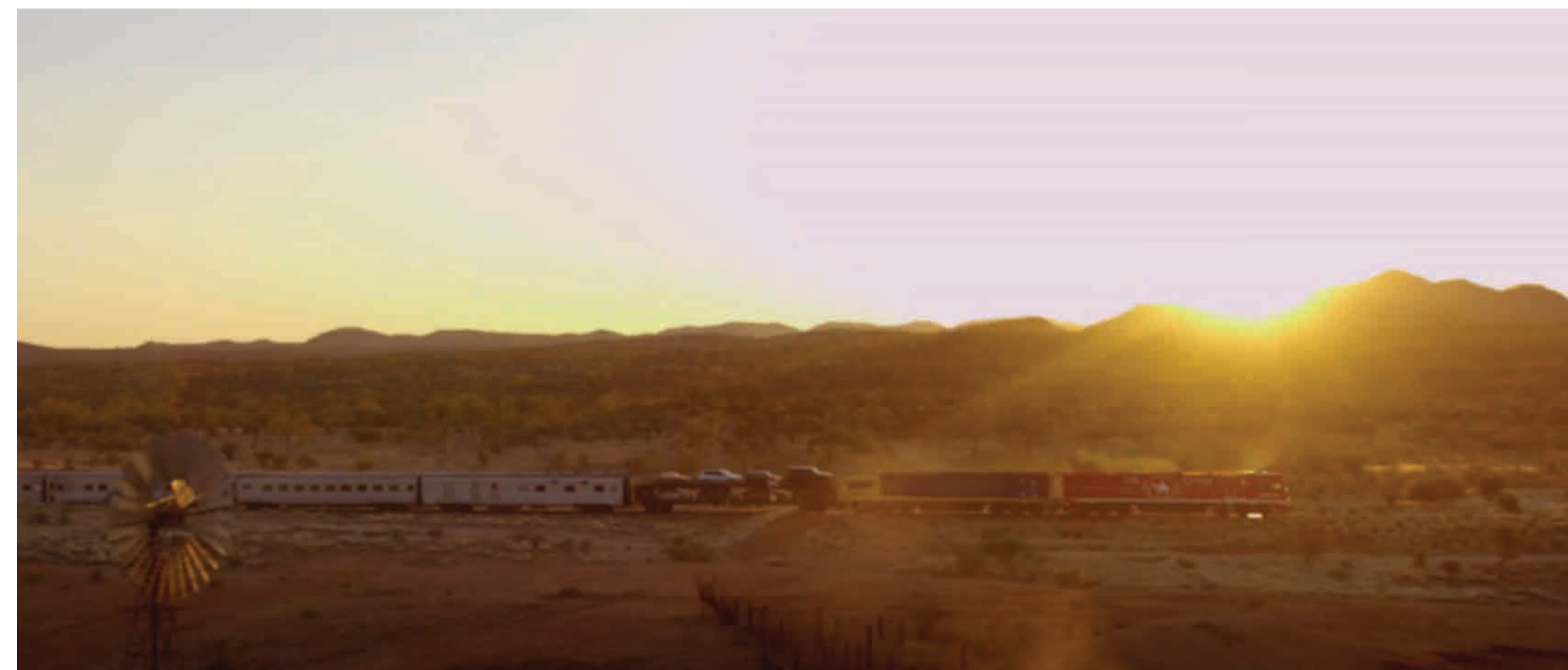
Overhead travelling-flying shots

jump-cuts create dynamic fluidity of composition
focused on vertical & horizontal axis.





Bias towards strong back lighting - using natural light.





Upstream : BP Leaders Film

Treatment 2 - Narrative

Quartiles become one - cues each leaders story...



John's story

First part of the film - Four separate leader stories



Upstream : BP Leaders Film

Treatment 2 - Narrative

begin with some fantasy - something unexpected...

I had a dream...(a dream sequence)

then more formal storytelling...

**“I grew up in...
when I first started at BP...”**

something startling...revealing...

This is a true story...

then...

A change i made in my life

followed by...

Something i always wanted to do in life...

and...

The one thing i would change about myself...

...

The thing i am most proud of is...

...

If there is something i have learnt in life it's...

Upstream : BP Leaders Film

