





Environmental  
Finance  
Center  

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*Syracuse University*

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# The Story of Change

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**This presentation is about the power of story and how to use it to help drive change**

**In order for there to be change, sometimes you have to**

# Change the Story



Source: NASA

Change or **SHIFT** the Story people have in their heads to  
Hmmmmm

**My  
2 minute  
Story**



Slides of my story

# I changed the story

In MY HEAD.

of what was important to me and how I could make a difference... etc...

# STORY



Story is a great tool in your tool kit

The logo for Procter & Gamble, featuring the letters "P&G" in a blue, serif font.The Microsoft logo, featuring the word "Microsoft" in a bold, black, sans-serif font with a registered trademark symbol.The logo for the California Biodiesel Alliance, featuring the text "CALIFORNIA BIODIESEL ALLIANCE" in green and yellow, with a green outline of the state of California in the background.The logo for the Environmental Defense Fund (EDF), featuring the text "EDF ENVIRONMENTAL DEFENSE FUND" in blue, with a stylized green and blue leaf graphic to the right, and the tagline "Finding the ways that work" below.

**organizations** of **all types and sizes** use storytelling  
**get important messages and urge to action** across to their  
employees, **constituents** and audiences.





**Brain Evolved**

**Respond to Story**



# When Emotions are Triggered

Dopamine  
Floods the Brain



# Everyone

has a story to tell

and

something they want to have **happen**

Neon

*Remember*



Story is a neon sign remember remember not just that was interesting



It's all about the story

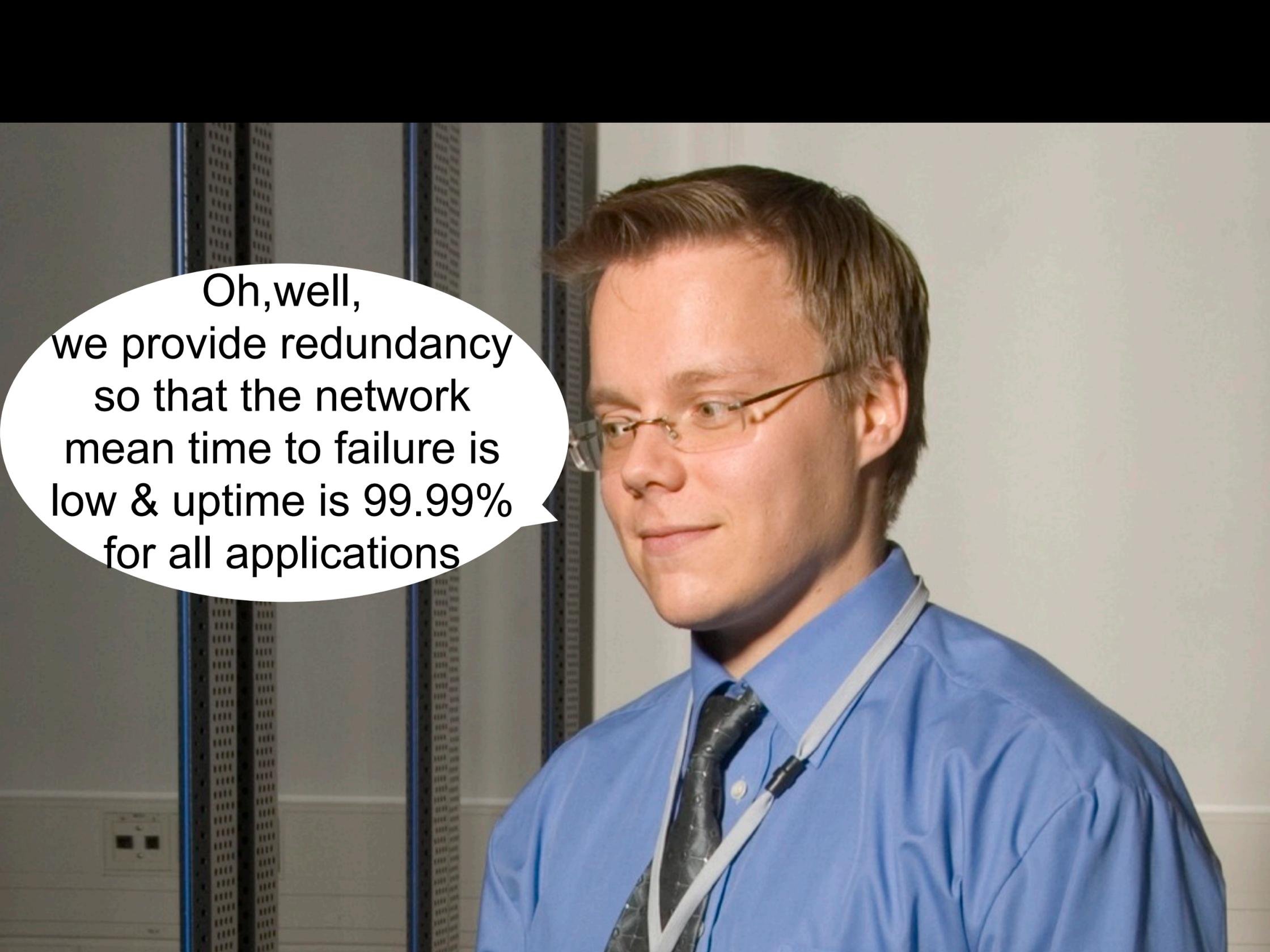
and how we tell it

Doesn't matter

Website, brochure, powerpoint, video

Pumps need variable frequency drives to match the water needs and create electrical cost efficiencies.



A man with short brown hair and glasses, wearing a blue button-down shirt and a dark tie, stands in a server room. He is looking slightly to his left. Behind him are several server racks. A white speech bubble is overlaid on the left side of the image, containing text.

Oh, well,  
we provide redundancy  
so that the network  
mean time to failure is  
low & uptime is 99.99%  
for all applications

We are an organization that provides holistic support for marginalized youth.





**They couldn't tell  
a good story**

They provide really important services but they couldn't tell a good story

*“ Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart. If you want to connect with your audience, tell them a story.”*

Andy Goodman

Received training from Andy Goodman on story.

He is a consultant and great resource on the power of story.

[www.thegoodmancenter.com](http://www.thegoodmancenter.com)

# Capital Punishment

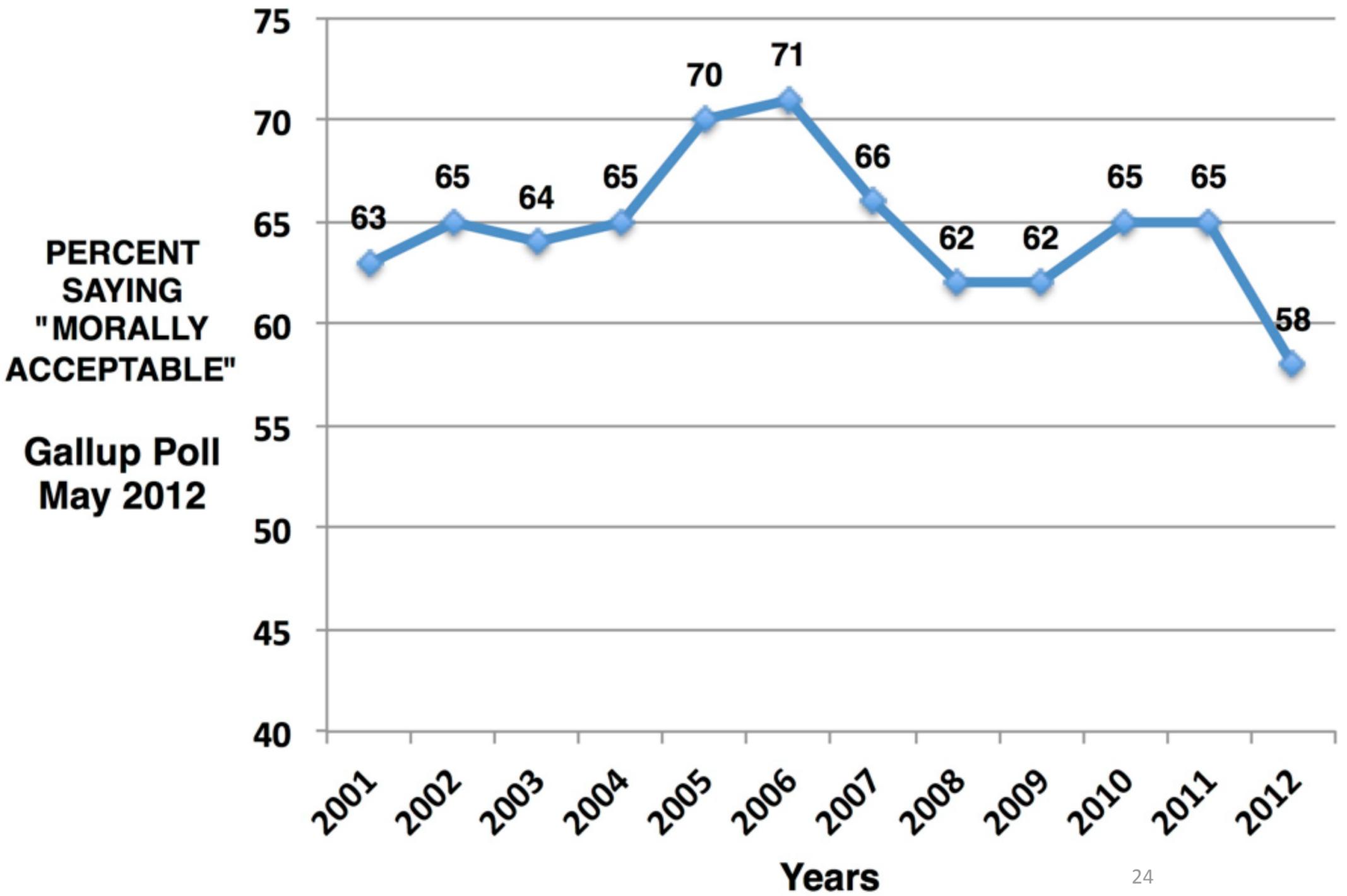
**Slides**

# Input

Family, Friends,  
Society,  
Religion,  
Media



# Declining Number Find Death Penalty "Morally Acceptable"



Gallup Poll

Website for them shows slightly more than 50% are now against it.

Capital  
punishment

or

Life in prison **with no  
chance of parole**

Half of all Americans say they  
prefer a life sentence



CNN Poll 2011

# TROY LIBRARY

<https://www.youtube.com/watch?v=nw3zNNO5gX0>

*“Facts don’t have the power to change someone’s story. Your goal is to introduce a new story that will let your facts in.”*

**Annette Simmons**  
The Story Factor:  
Inspiration, Influence and Persuasion  
Through the Art of Storytelling

# Change begins with a Story

ACTIVITY

# Change Begins with a Story

Think about a time when you really wanted something

3. One at a time --Tell your story to your group **2 minutes ea.**  
Go clockwise -- From the Timekeeper  
The time keeper is last

**What do these stories  
have in common?**

# STORIES

Storyteller --> Barrier --> Barrier --> Barrier --> End Result

**Act I**

**Act II**

**Act III**

# Stories Often

Life in balance - **Incident** - Out of balance

Tells what it's like to deal with opposing forces

Work with scarce resources

Make difficult decisions

Take action despite risks

Ultimately uncover the truth

**Story expresses how and why life changes.**

Life relatively in balance -An incident" throws life out of B.

**New Job**, or **Boss dies** of a heart attack,

A good storyteller

All great storytellers since the dawn of time—from the ancient Greeks through Shakespeare and up to the present day—have dealt with this fundamental conflict between **subjective expectation and cruel reality.**





# Getting to “Yes”

Why, How, **What.**



# 1. The Story of Self

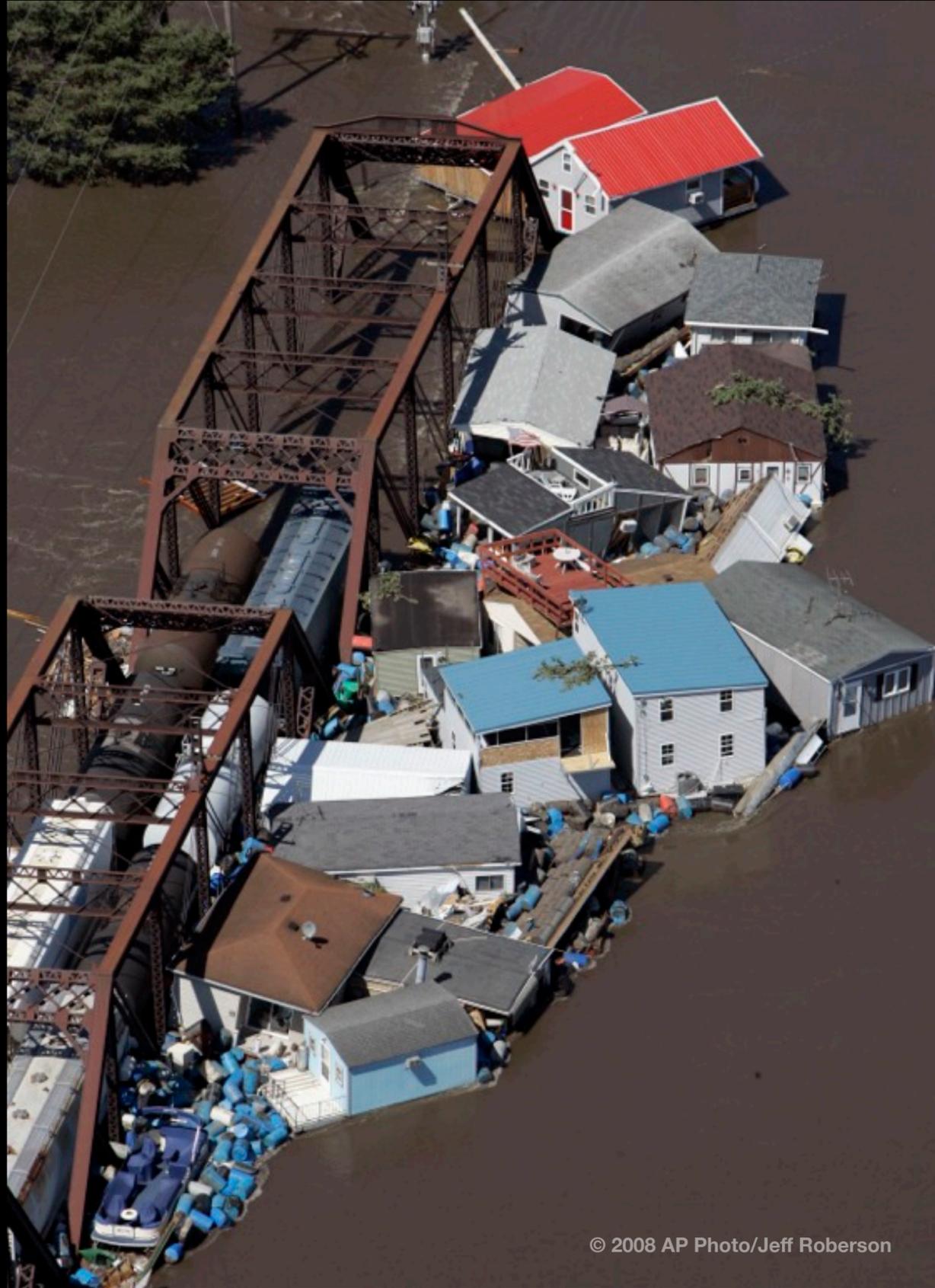
Why am I called to do this work?

# 2. The Story of US

Why is my cause your cause too?

# 3. The Story of Now

Why must we act now?



© 2008 AP Photo/Jeff Roberson

Stories catch the memories of the past  
and the hopes for the future

**“When we dream alone  
it is just a dream**

**When we dream  
together it is a new  
reality”**

**:Brazilian Proverb:**



**What change do you want?**

**Change begins with a  
Story**



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