





Environmental
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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

P&G



Microsoft®



**CALIFORNIA
BIODIESEL
ALLIANCE**



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



Doesn't matter

Website, brochure, powerpoint, video

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



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

Capital Punishment

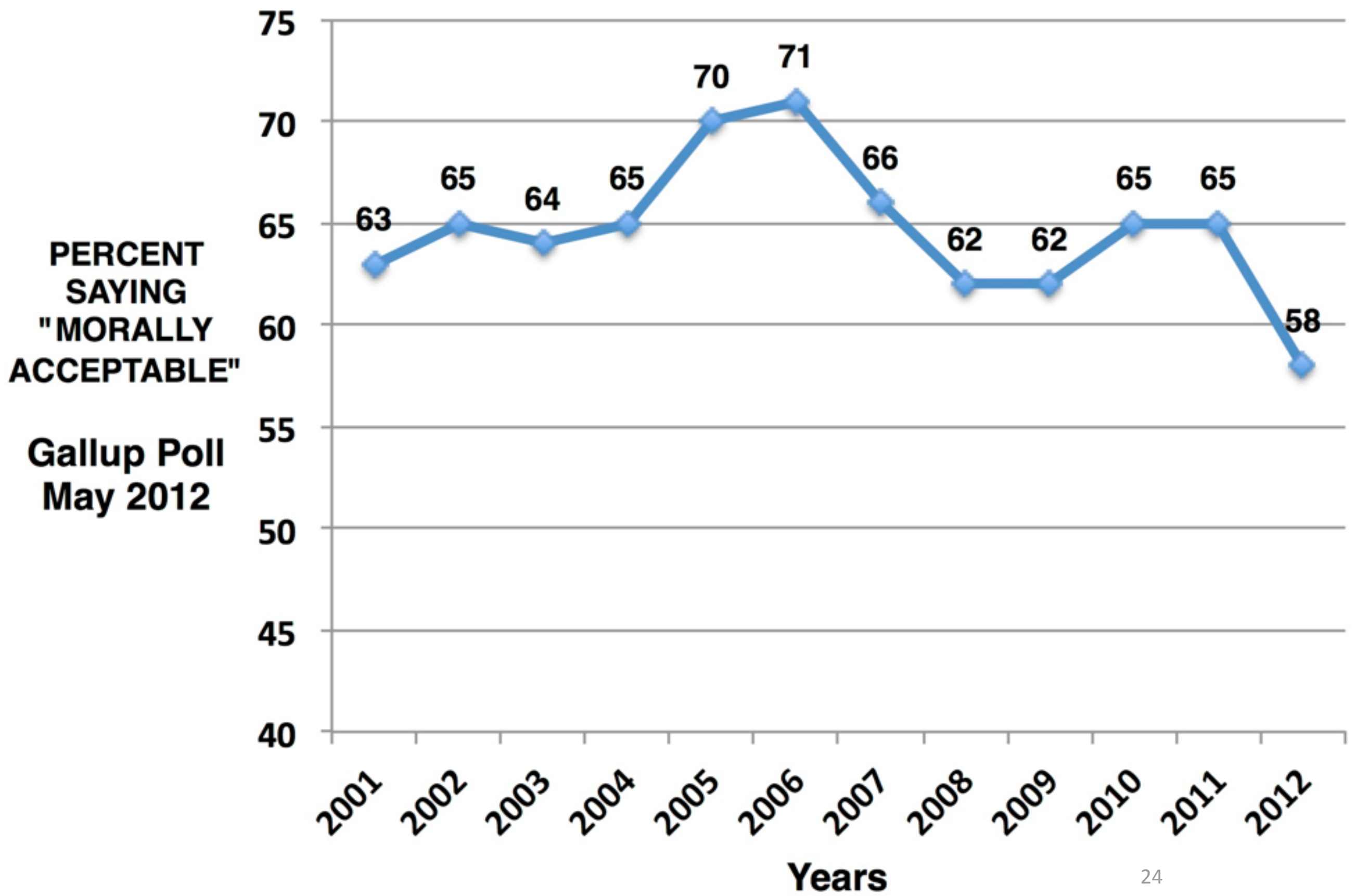
Slides

Input

Family, Friends,
Society,
Religion,
Media



Declining Number Find Death Penalty "Morally Acceptable"



24

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

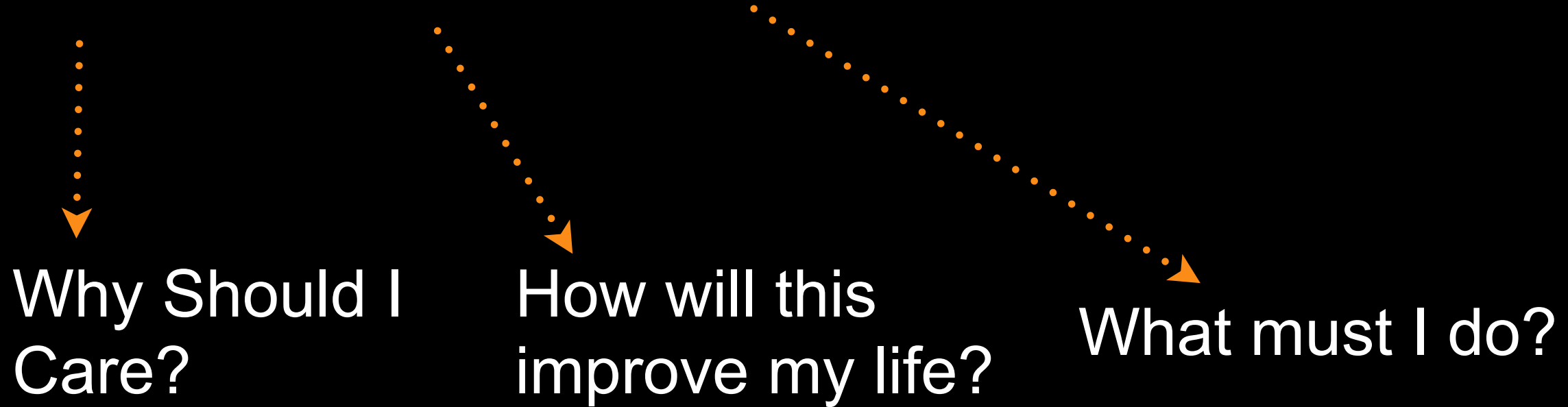
All great storytellers since the dawn of time—from the ancient Greeks through Shakespeare and up to the present day—have dealt with this fundamental conflict between **subjective expectation and cruel reality**.





Getting to “Yes”

Why, How, **What.**



1. The Story of Self

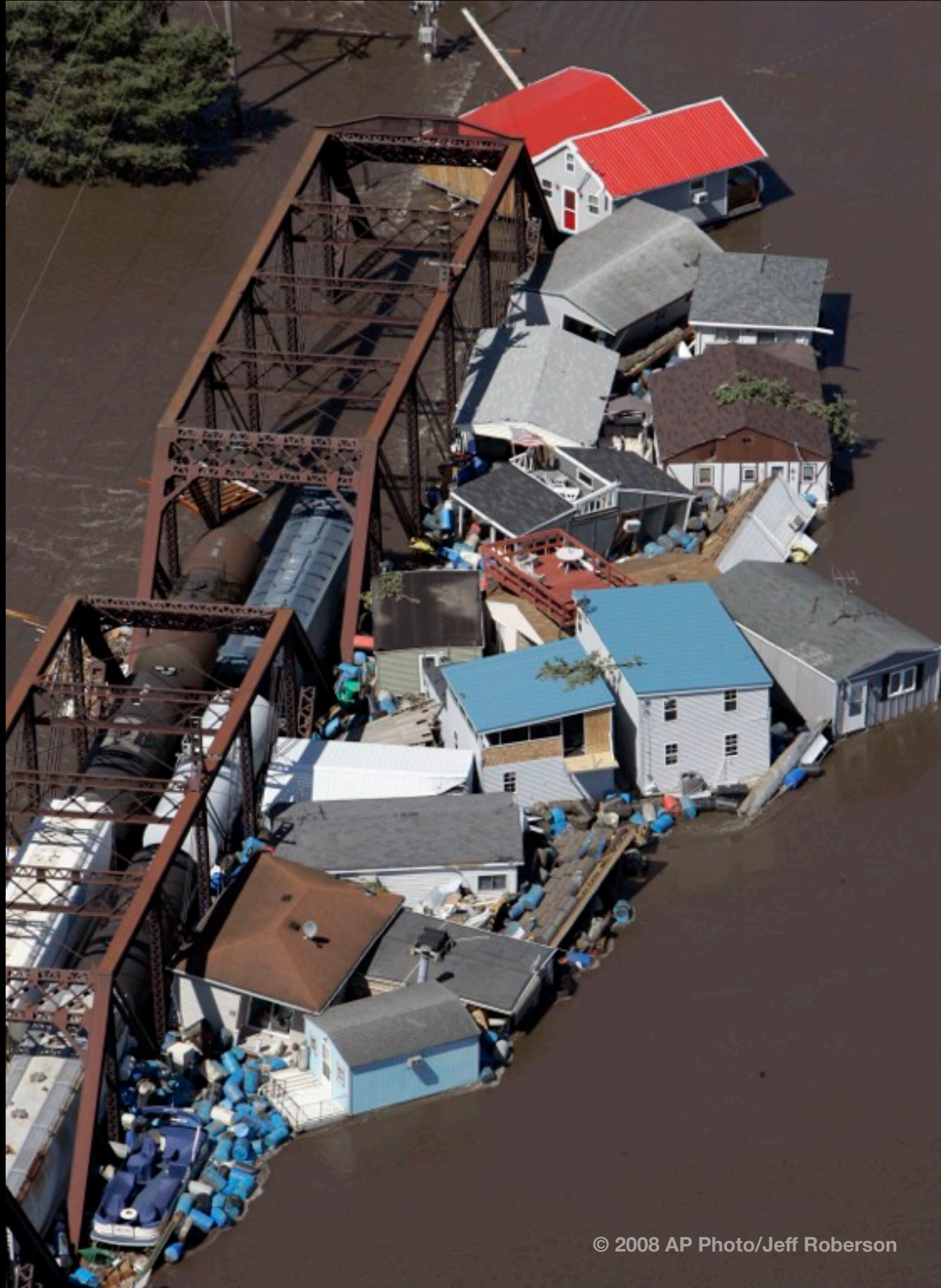
Why am I called to do this work?

2. The Story of US

Why is my cause your cause too?

3. The Story of Now

Why must we act now?



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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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