

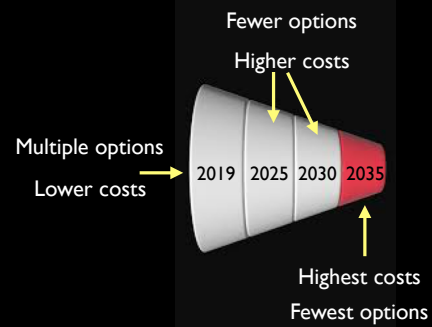
The Story of Change

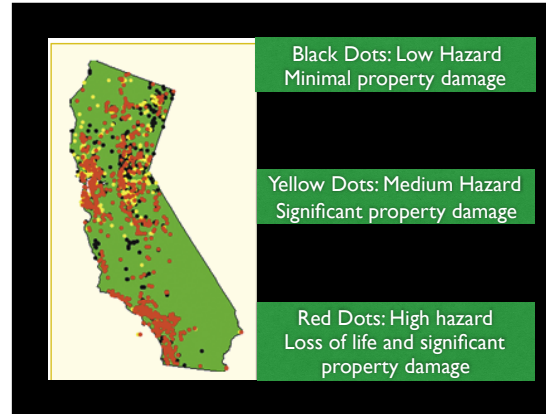
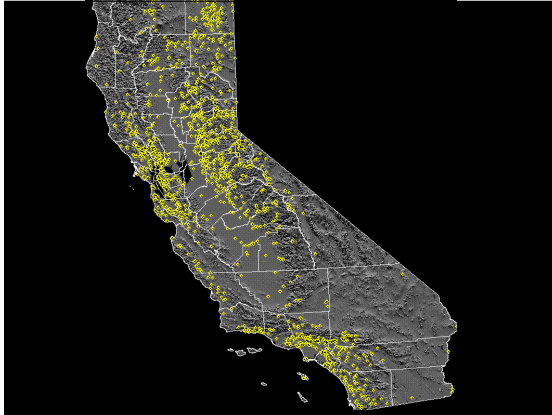
The Story of Us



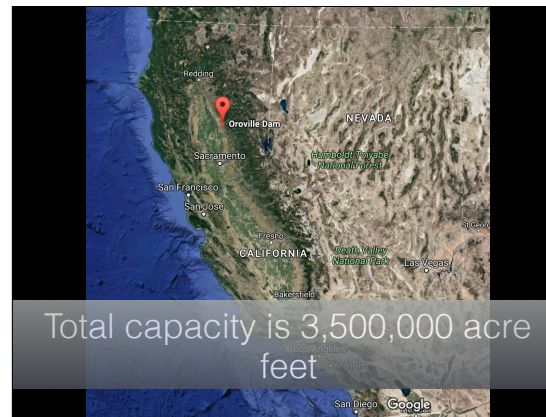
Using story to make:
THE HARD SELL

Investing for the future





The story of the Oroville Dam

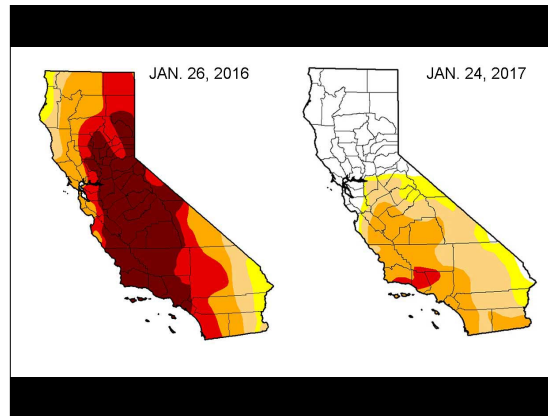
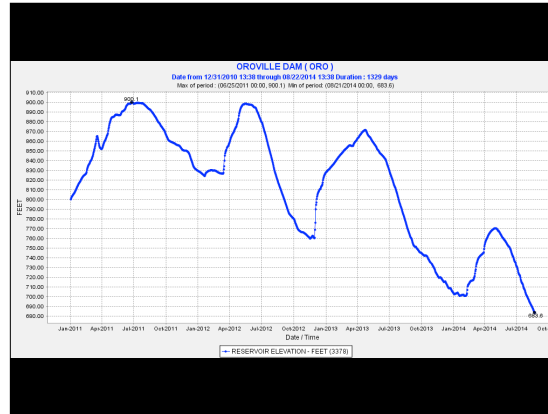


2005 lawsuit: Emergency spillway wasn't properly built and posed serious risks

The state won

2008 Lawsuit: Dam was not prepared for the new risks from climate change

The state won



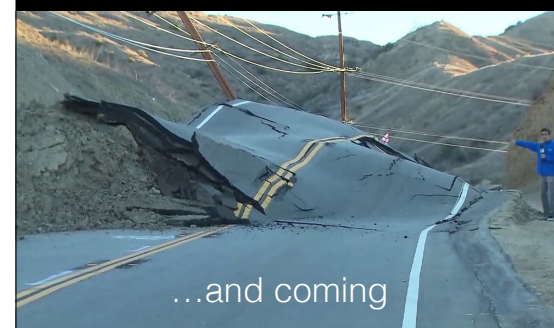
But the rain kept coming



...and coming



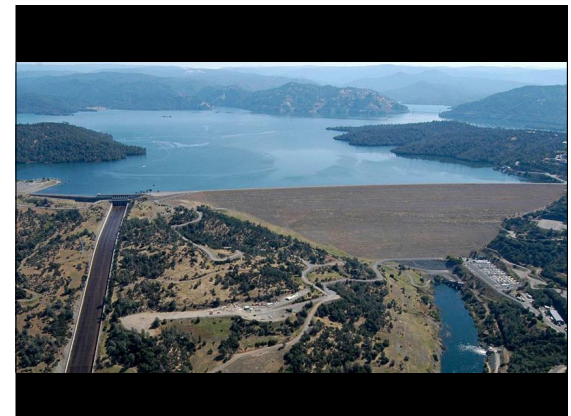
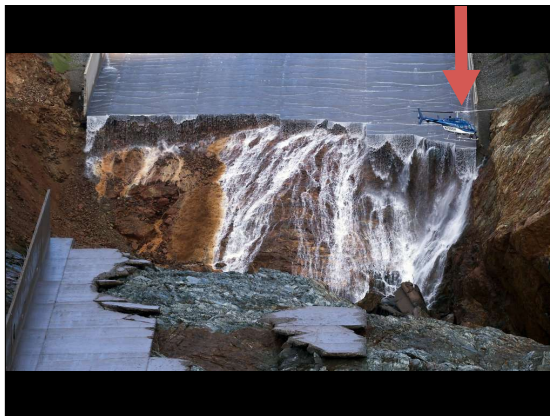
...and coming



...and coming



San Jose

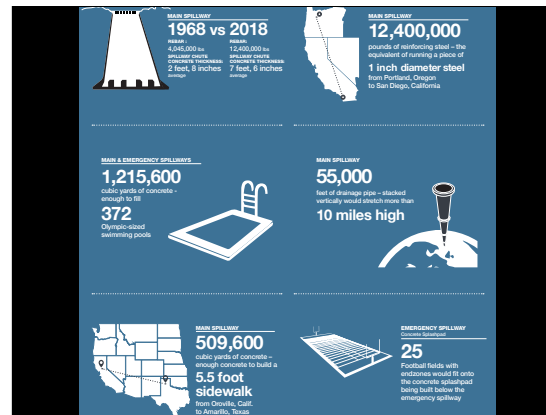




THE SACRAMENTO BEE



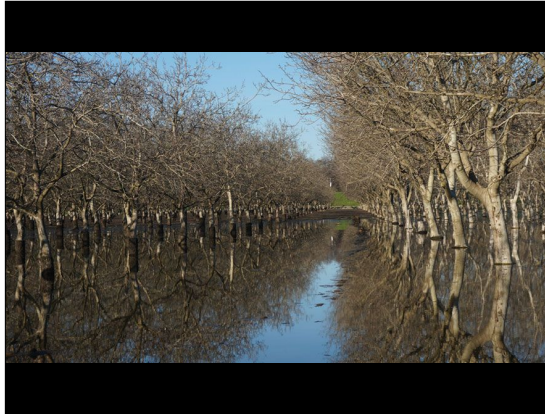
California awards \$275 million contract to repair Oroville Dam spillway



\$275 ~~X~~ million?

\$1.1 billion

Before lawsuits...



AND.....

January 2019

THE SACRAMENTO BEE 

Oroville Dam repairs aren't enough, feds warn.
Should state be forced to plan for a mega-flood?

AND.....

THE SACRAMENTO BEE



Lawsuit claims corruption, racism, sexual harassment contributed to Oroville Dam crisis

A legally deaf woman was assigned to drive a truck down the spillway and listen for hollow sounds in the concrete as her colleagues performed what's known as "chain drag testing."

AND MOST
IMPORTANTLY

.....

?

Knowledge transfer
slide

Everyone has something

they want to have happen

and a story to tell



PG&E


Microsoft

Apple


Google

Airbnb

23andMe




WOUNDED WARRIOR
PROJECT




Donna Pratt

Donna Pratt didn't want to be an individual. That's how she felt though hobbling around on crutches in Fort Stewart, Georgia...



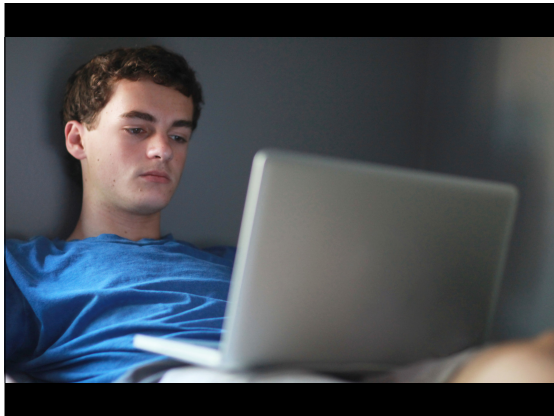
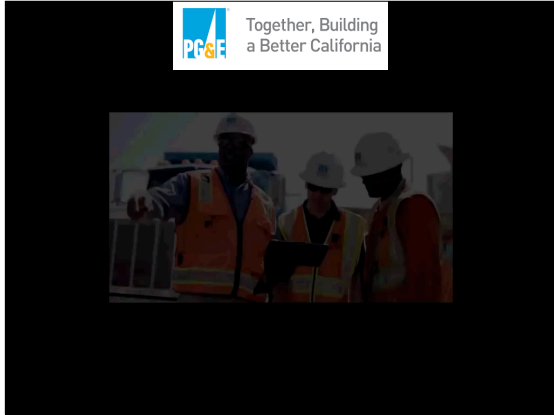
John Rego

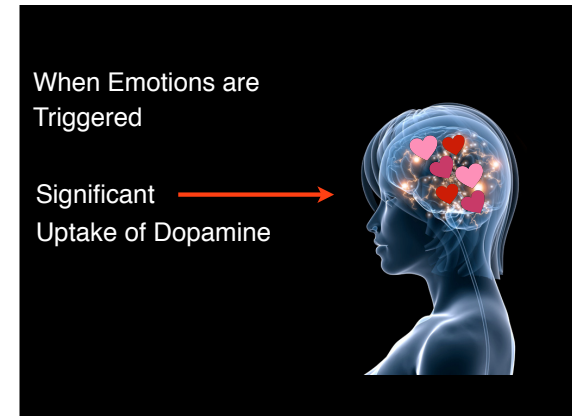
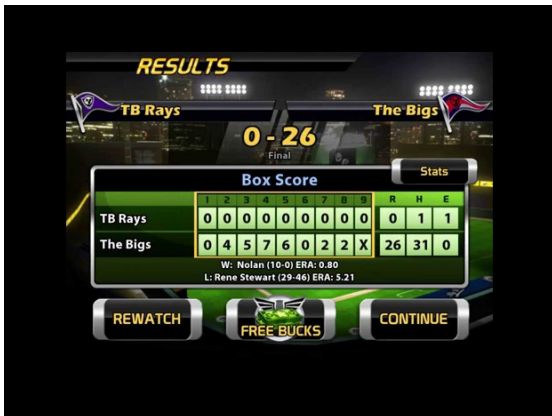
John Rego compares leaving the Army to a dog let off his leash. With no master to tell him where to be and no plans for life after service...

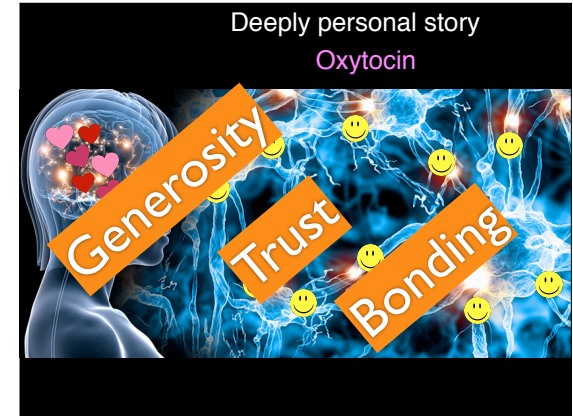
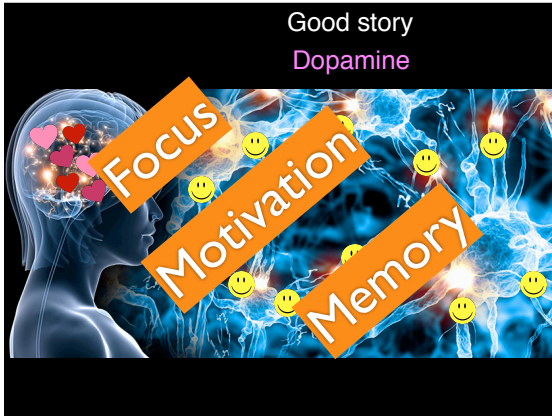


Frank Sonntag

Frank Sonntag knew the sound of a falling mortar well. Insurgents had shelled the base in Balad, Iraq, for months, and the soldiers stationed there...



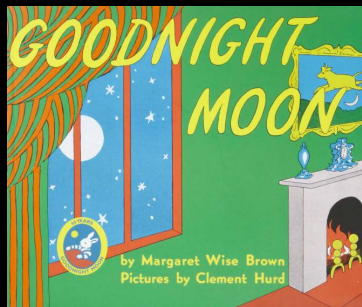




?



Why we remember this



And this

PLAYLIST
14

VIDEO
1

STATISTICS
101

SIMPLE LINEAR
REGRESSION

SUM OF SQUARES

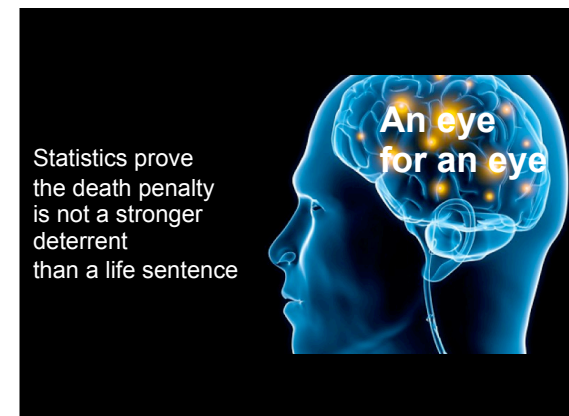
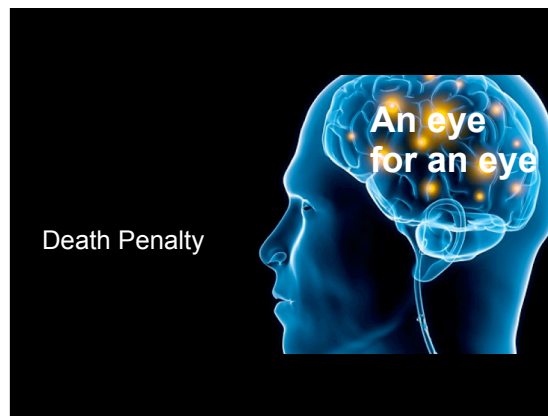
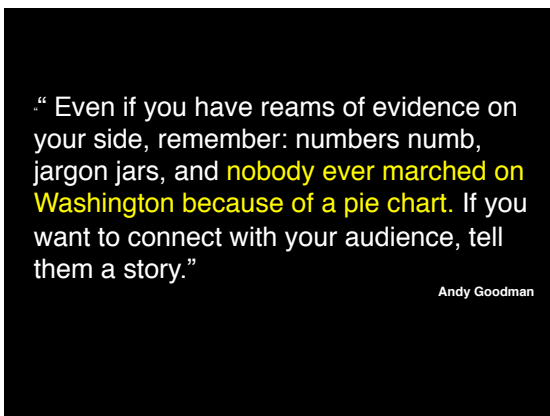
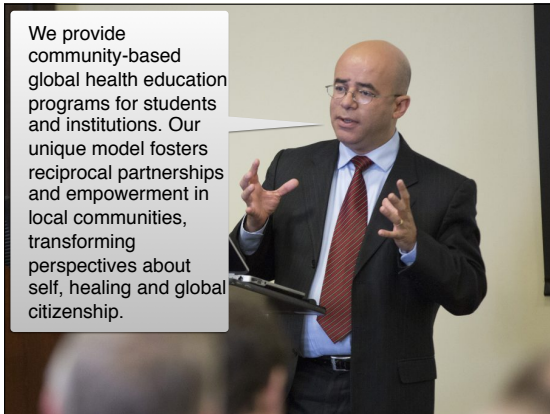
$$49 + 25 + \frac{1}{1} + 16 + 16 + 25 = 120$$

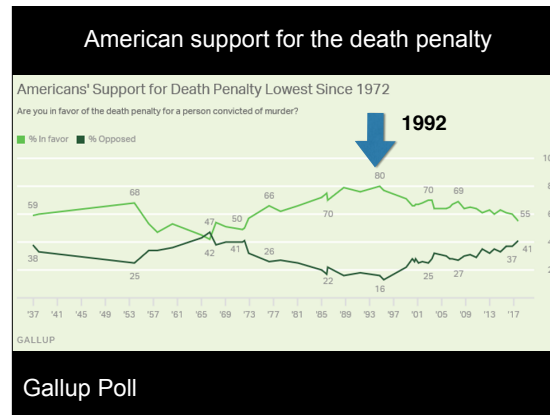
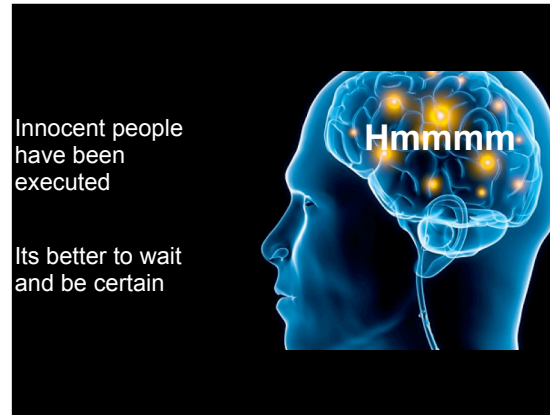
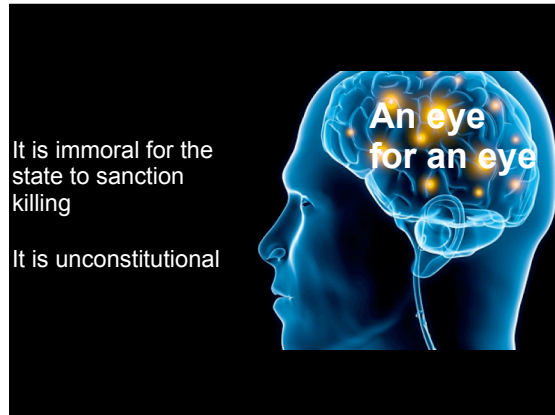
The goal of simple linear regression is to create a linear model that minimizes the sum of squares of the residuals / error (SSE).
If our regression model is significant, it will "eat up" much of the raw SSE we had when we assumed (for this problem) that the independent variable did not even exist. The regression line will / should literally "fit" the data better. It will minimize the residuals.

But not this

It's all about the story
and how we tell it







HAPPY



BIRTHDAY



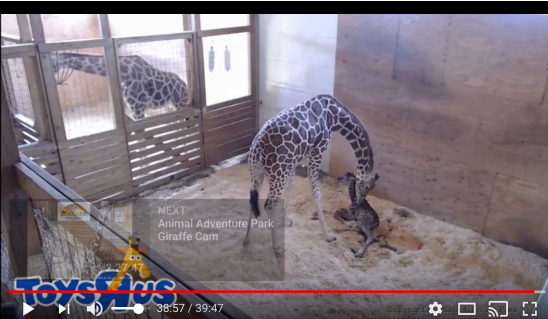
\$9.99



Season 1 Recap:
15 million views



\$500,000



\$150,000



\$2,500,000

We have to have the
facts and data but....

"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

1. Pick a time keeper (need a second hand)
2. Everyone in the group (2 minutes total)
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

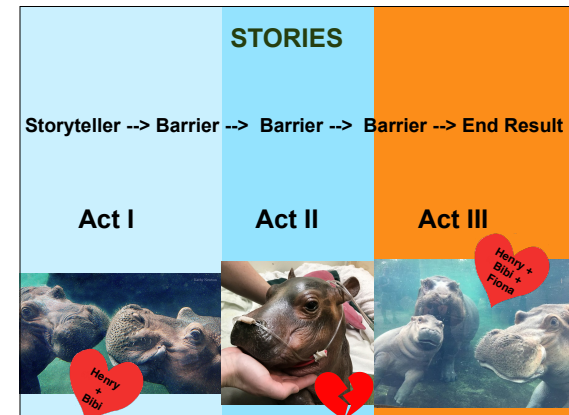
House Rules

1. Everyone tells a story
2. No copying
3. No sex

Change Begins with a Story

4. Each person has a number (clockwise from timer).
5. Each person pick 1 story **others will like to hear.**
6. Write the # of the story on a piece of paper. Fold it.
Give the folded paper to the facilitator(s).
7. Facilitators -- Tally results privately.
Tell your group which story got the most votes.
8. A two way tie is ok. Otherwise revote on the leaders.

What do good stories have in common?



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



You don't have to tell
your own story...

Storytelling is an essential
human activity and the
harder the situation the
more essential it is.

What change do you want?

**Change begins with a
Story**