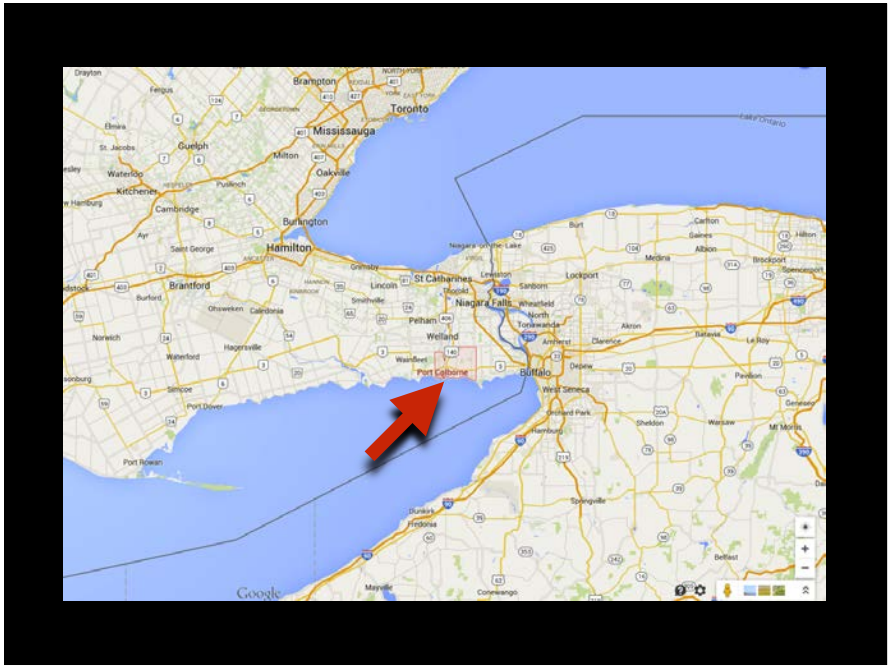
# The Story of Change

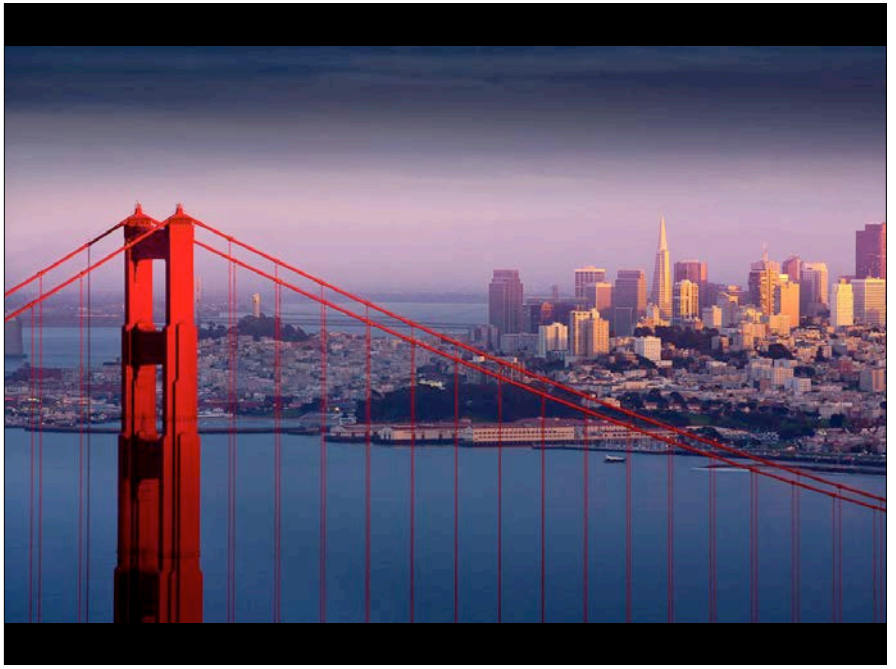
© Subaru Telescope, NAOJ. All Rights Reserved.

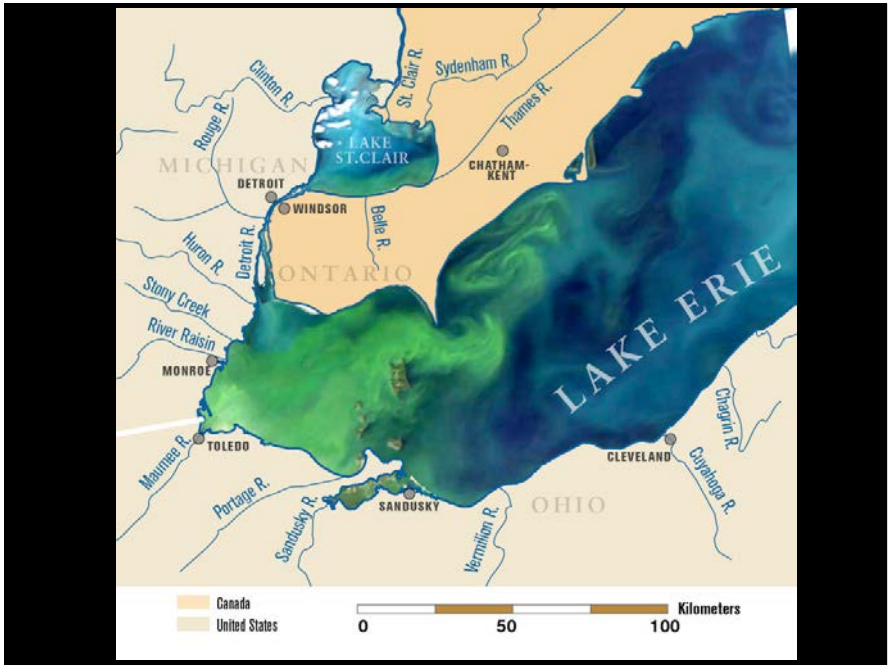
# Change the Story

Source: NASA

# My Story

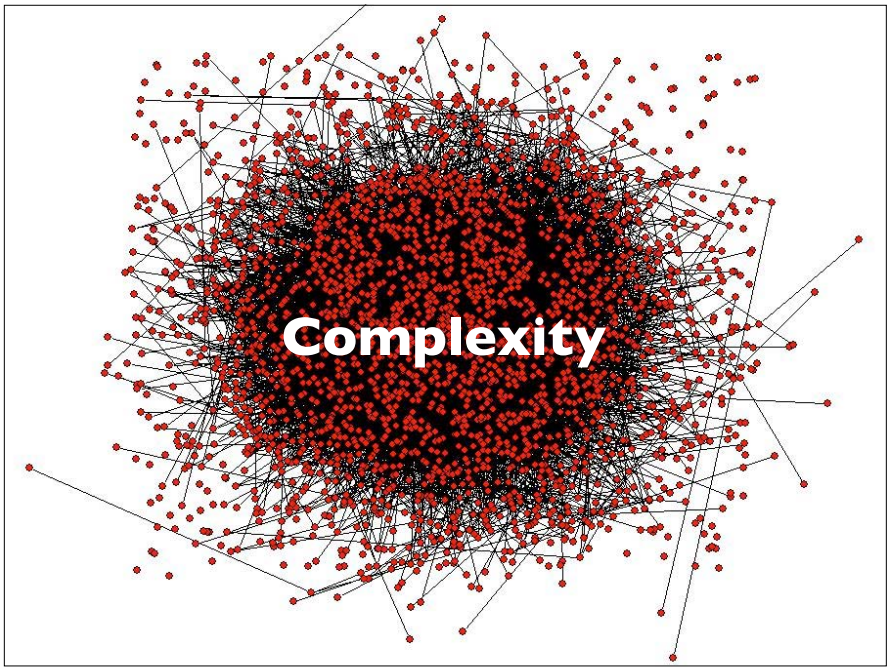

Brampton
Toronto
Mississauga
Guelph
Milton
Oakville
Kitchener
Cambridge
Burlington
Hamilton
Brantford
St Catharines
Niagara Falls
Welland
Port Colborne
Buffalo
Google




Clinton R.
Rouge R.
St. Clair R.
Sydenham R.
Thames R.
LAKE ST.CLAIR
MICHIGAN
DETROIT
WINDSOR
CHATHAM-KENT
Belle R.
Huron R.
Detroit R.
ONTARIO
Stony Creek
River Raisin
MONROE
LAKE ERIE
Chagrin R.
Maumee R.
TOLEDO
CLEVELAND
Cuyahoga R.
Portage R.
SANDUSKY
OHIO
Sandusky R.
Vermilion R.
Canada
United States
Kilometers
0
50
100

FOX 2
6:05 77°
WATER BAN STILL IN EFFECT
FOR TOLEDO, PARTS OF MONROE COUNTY

There is no end
to this story
FOX 2
6:05 77°
WATER BAN STILL IN EFFECT
FOR TOLEDO, PARTS OF MONROE COUNTY


Complexity

The Power of Sharing You

**Everyone** has something

they want to have happen

and a story to tell

PG&E

Microsoft

U.S. ARMY

LWV

LEAGUE OF WOMEN VOTERS®

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

CALIFORNIA BIODIESEL ALLIANCE

EDF ENVIRONMENTAL DEFENSE FUND

Finding the ways that work

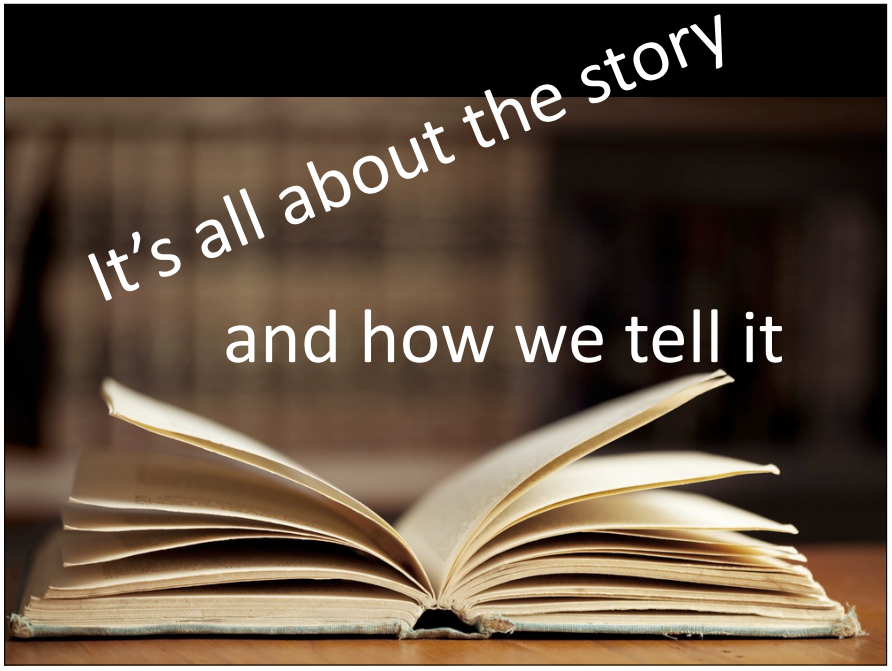
**Brain Evolved**

**Respond to Story**

When Emotions are Triggered

Dopamine Floods the Brain

Neon
Remember


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

We work to engage all Californians to participate in all levels of civic life and to make the electorate reflect our state's demographics.
LWV
LEAGUE OF

**They are missing the chance**

**to 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**

Capital Punishment

Ap Photo Get Date

Death Penalty

Statistics prove
the death penalty
is not a stronger
deterrent
than a life sentence

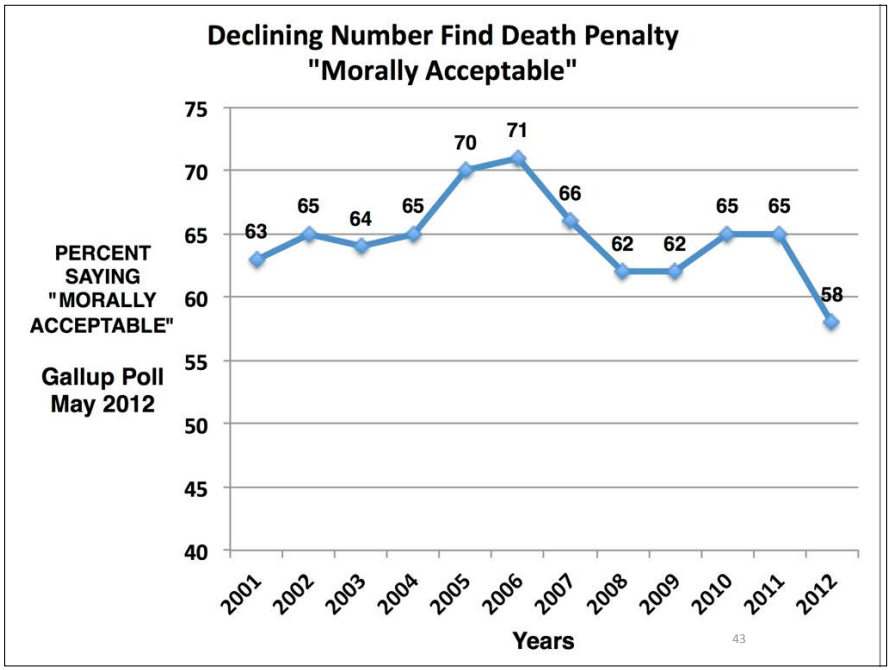
It is immoral for the state to sanction killing

It is unconstitutional

Innocent people have been executed

Its better to wait and be certain

INNOCENCE PROJECT



**TROY LIBRARY**

**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 Persuation
Through the Art of Storytelling

**Change begins with a Story**

## 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

## 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 these stories have in common?

© 2008 AP Photo/Jeff Roberson

## STORIES

**Storyteller --> Barrier**

**Act I**

**STORIES**

**Storyteller --> Barrier --> Barrier -->**

**Act I** **Act II**

**STORIES**

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

**Act I** **Act II** **Act III**

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

*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**