There is no end to this story.

Complexity
Everyone has something they want to have happen and a story to tell.
Brain Evolved
Respond to Story

When Emotions are Triggered
Dopamine Floods the Brain
Remember and how we tell it. 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.
“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
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.

It's better to wait and be certain.

Hmmmm

Which Punishment do you prefer for people convicted of murder?

Lowest level of support in 42 years

Declining Number Find Death Penalty "Morally Acceptable"

Public Research Institute Survey, 2015
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
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

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?

STORIES

Storyteller --> Barrier

Act I
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