



The Story of Change

Change the Story



My Story



Cheektowaga NY















Canada
United States



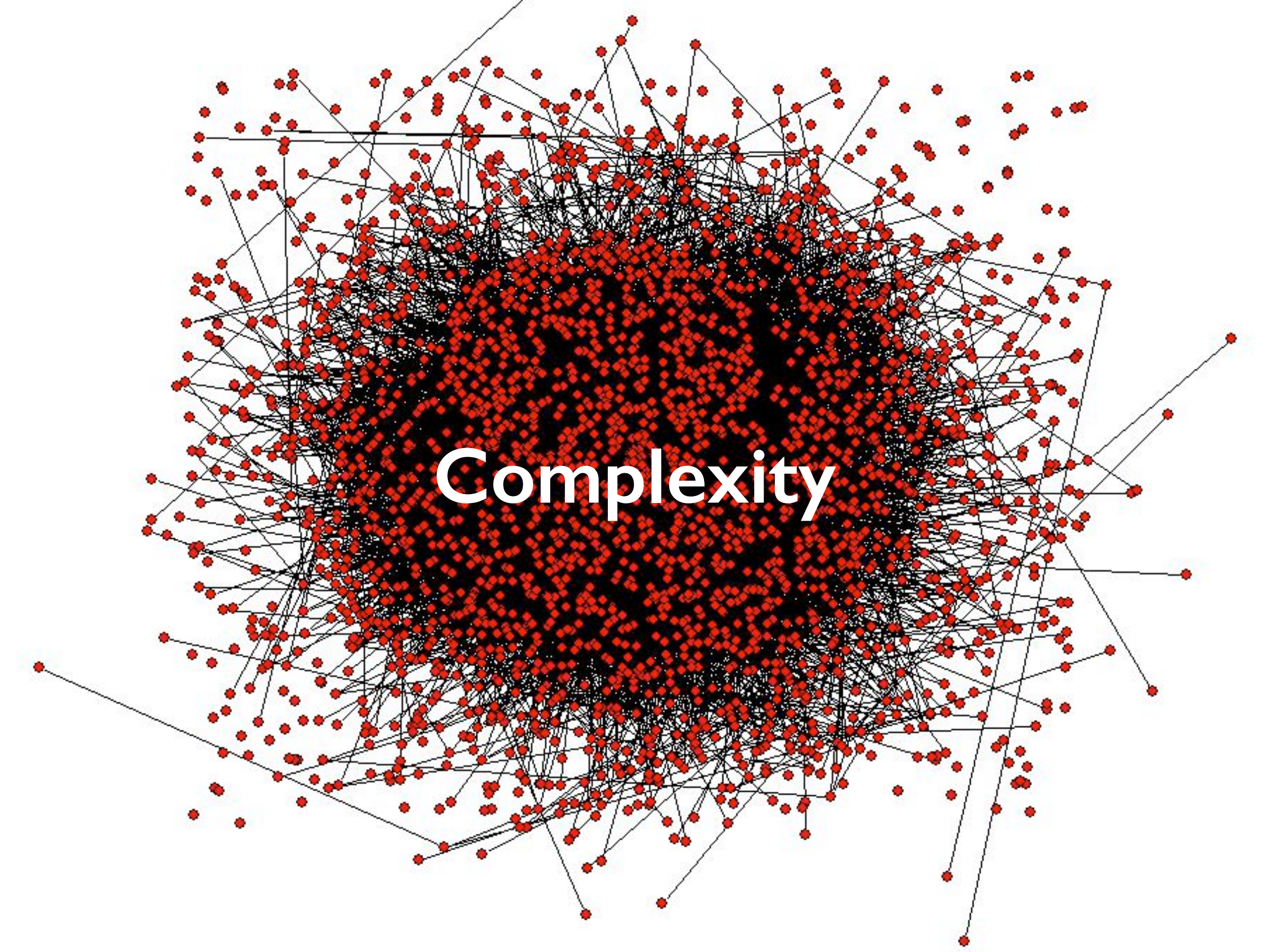




FOX 2

6:05 77°

**WATER BAN STILL IN EFFECT
FOR TOLEDO, PARTS OF MONROE COUNTY**



A complex network graph visualization. The graph consists of a large number of small red circular nodes connected by a dense web of thin black lines representing edges. The nodes are distributed across the frame, with a very high concentration in the center, creating a dark, almost black core. From this central hub, many edges radiate outwards, connecting to more sparsely distributed nodes on the periphery. The overall shape is roughly circular but with many irregular protrusions and gaps, suggesting a complex, interconnected system. The word "Complexity" is overlaid in the center in a large, white, sans-serif font.

Complexity

Story



Everyone has something

they want to have happen

and a story to tell



Microsoft®





Survival





NETFLIX



Brain Evolved

Respond to Story

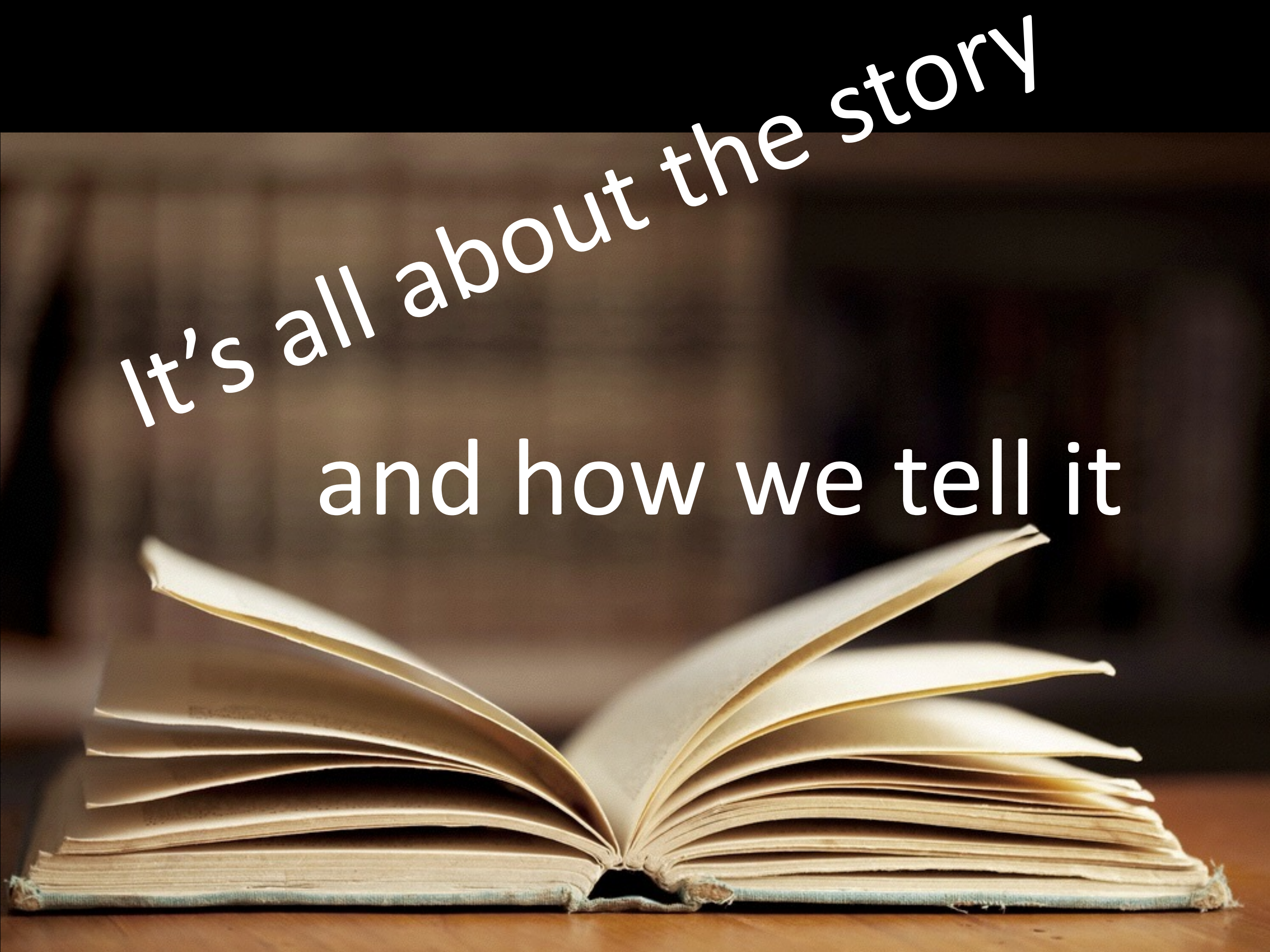


When Emotions are Triggered

Dopamine Floods the Brain



Remember

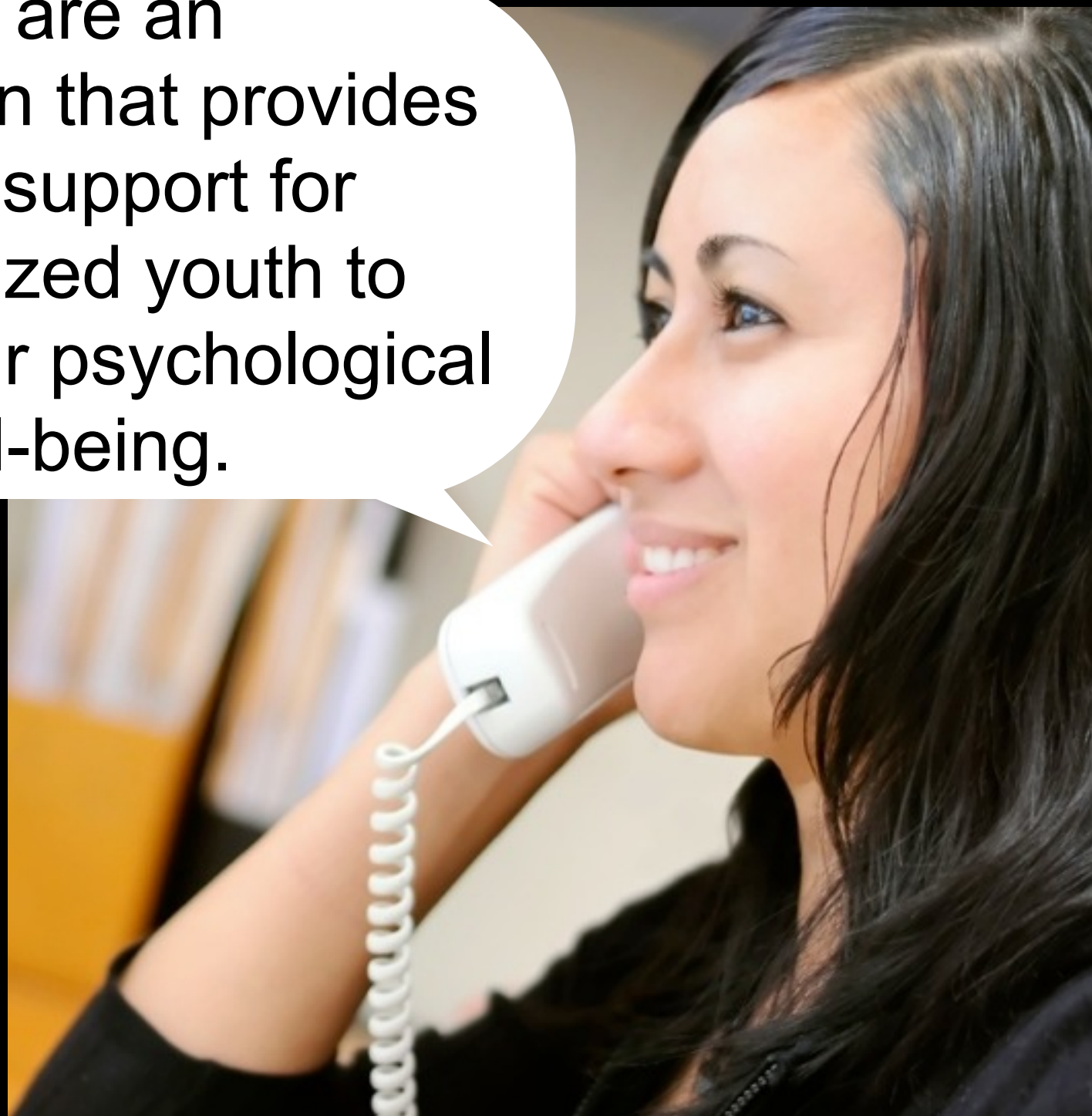


It's all about the story
and how we tell it

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



We are an organization that provides holistic support for marginalized youth to support their psychological well-being.



**They are
missing the
chance**



**to tell a
good story**

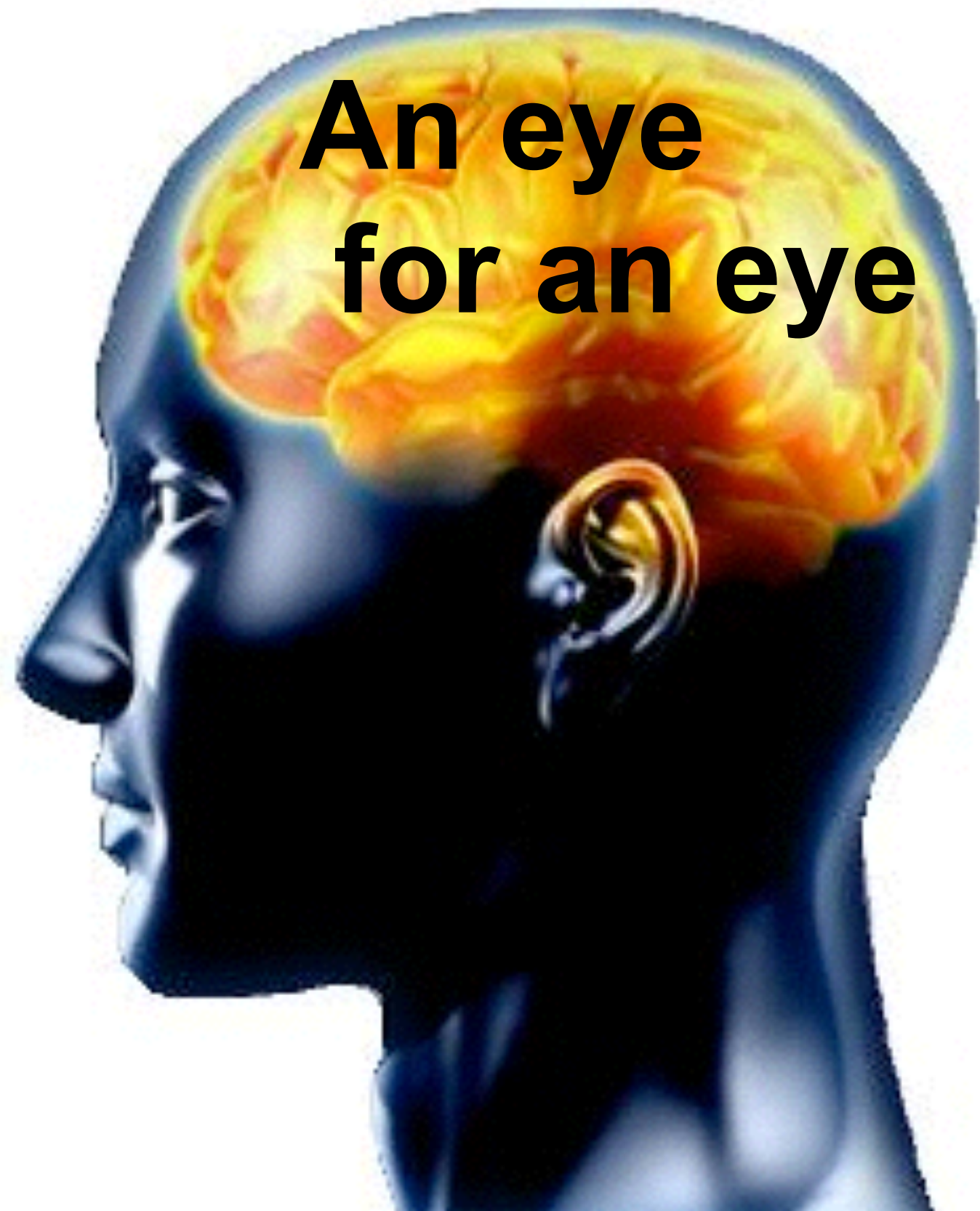
*“ Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and **nobody ever marched on Washington because of a pie chart.** If you want to connect with your audience, tell them a story.”*

Andy Goodman

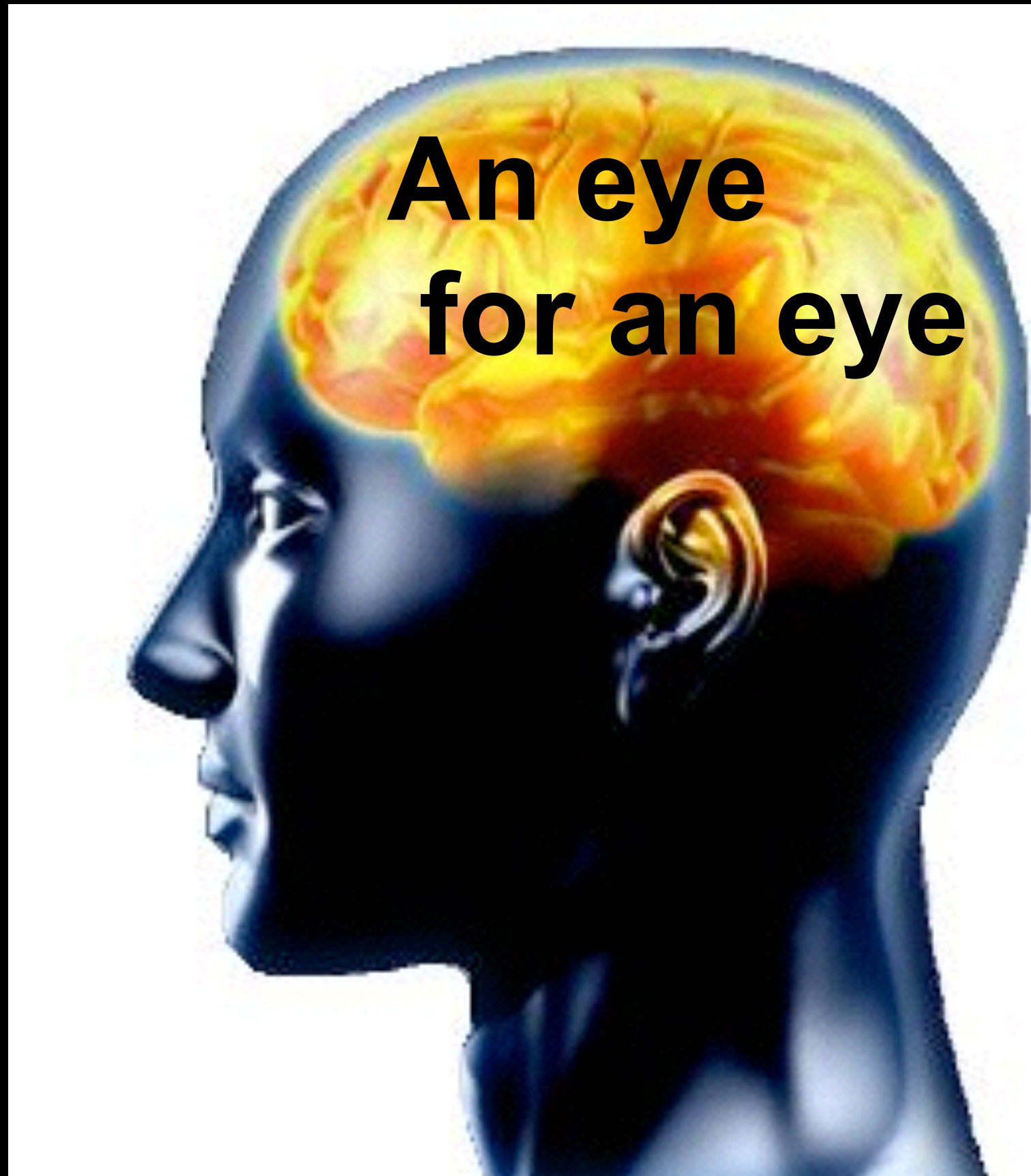


Capital Punishment

Death Penalty

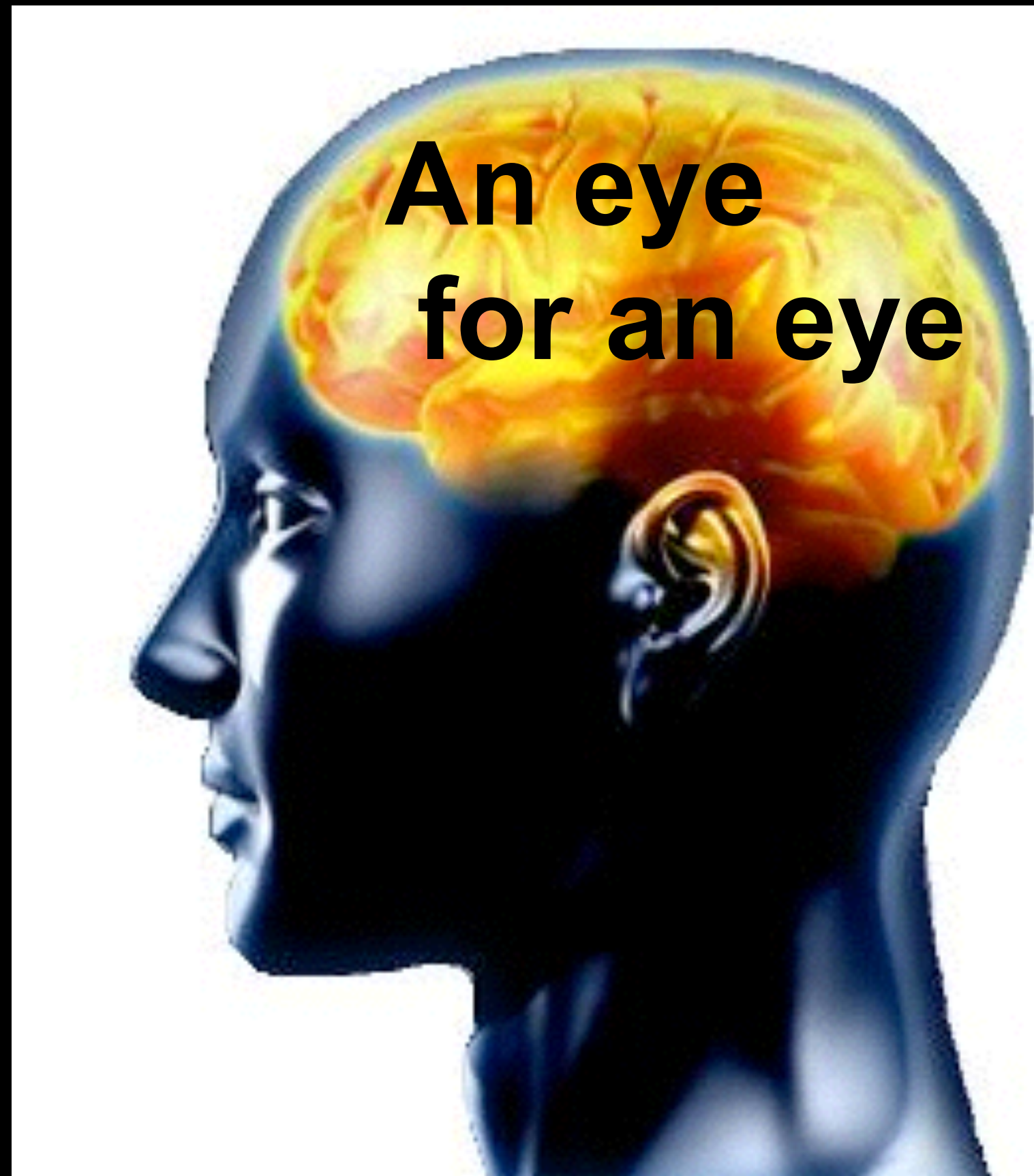


Statistics prove
the death penalty
is not a stronger
deterrent
than a life sentence



It is immoral for the
state to sanction
killing

It is unconstitutional



The Innocence Project

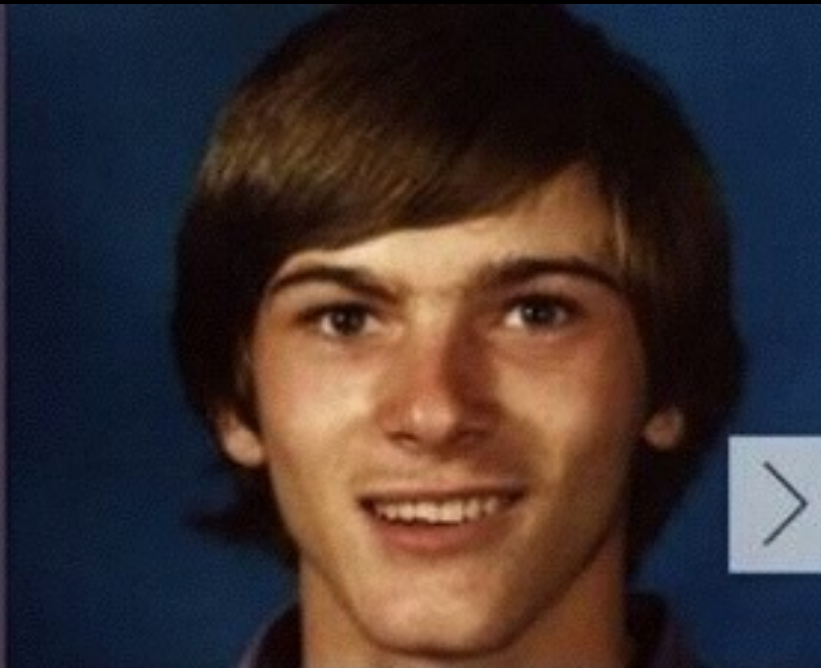


Innocent people
have been
executed

Its better to wait
and be certain



Meet Damon
Thibodeaux,
Our 300th
« Exoneree »



15 Years on
Death Row

300 EXONERATIONS
AND COUNTING

Coerced
Confession &
Misidentification



Jeff Deskovic

15 yrs on Death
Row

Coerced Confession
@
age 17



Leon Brown

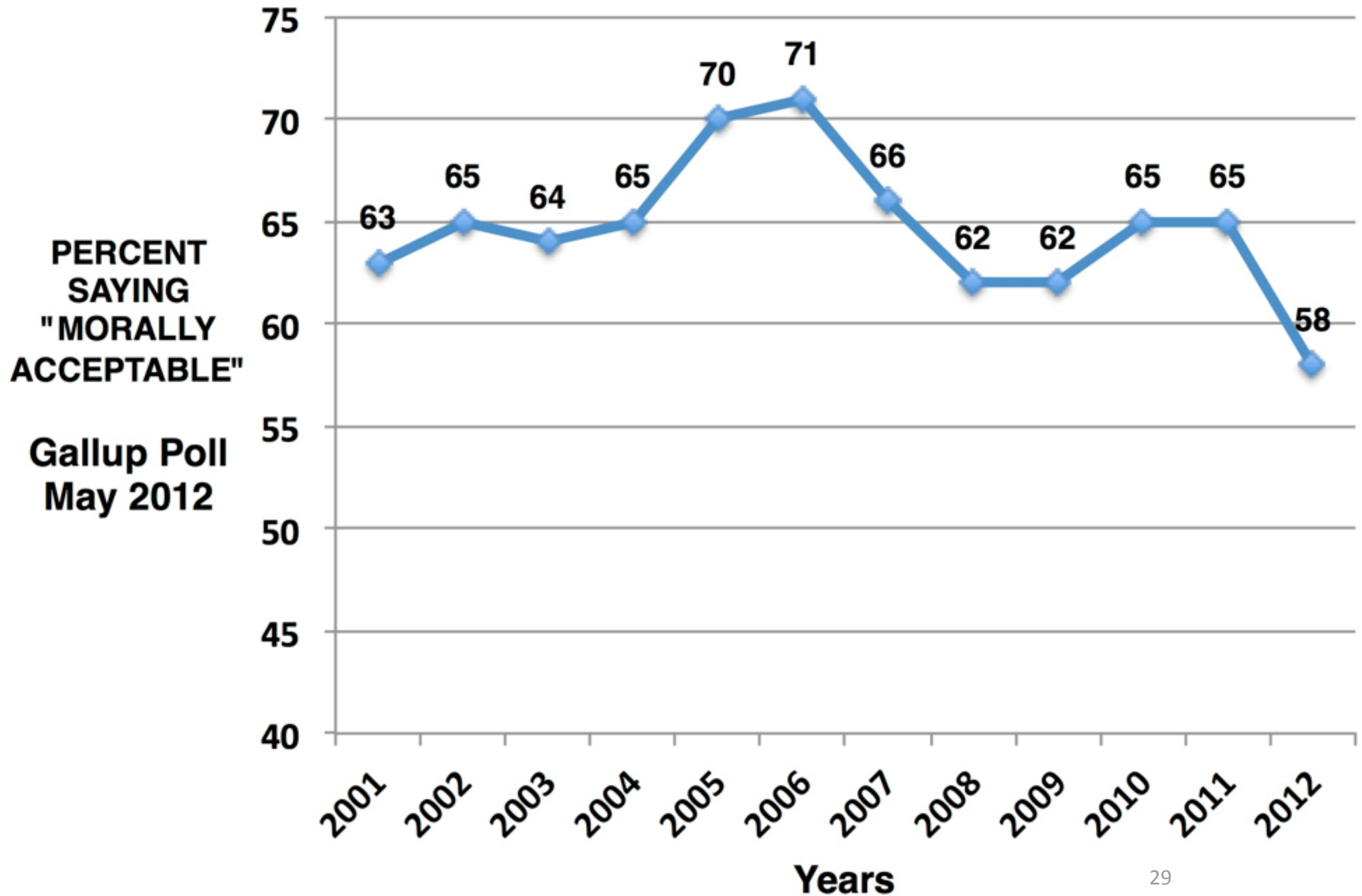


30 Years on
Death Row

Released age
46

Coerced Confession @ age 15

Declining Number Find Death Penalty "Morally Acceptable"



Capital
punishment

or

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

Almost half of all Americans
say they prefer a life sentence



TROY LIBRARY

*“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

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 time keeper.
7. Timekeeper -- 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 --> 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**