Change the Story

Change the World

Andy Goodman • The Goodman Center
This is my story.
This is my story.
Me

Dick & Jane
(not their real names)

Me

Dick & Jane
(not their real names)
Fun, creative work environment
Swirling, sucking vortex of despair
Reduce!

Reuse!

Recycle!
the goodman center
where do-gooders learn to do better
Typical Nonprofit Client
Y'know, we're real good at what we do. We're just not so good at talking about it.
Oh, well, we work with at-risk youth from underserved communities with multiple risk factors and blah, blah, blah...
A story? Oh, you should talk to Jill who runs our communications. She's got plenty of stories...I think.
They couldn't tell me a good story.
WTF?
Storytelling
Why is narrative so powerful?

What makes a good story?

What kinds of stories should you tell?
Why is narrative so powerful?

Memory Study (1976)
5-year olds
Why is narrative so powerful?

soap and shoe

1 out of 21
Why is narrative so powerful?

soap and shoe in a sentence

8 out of 21
Soap and shoe in a question

16 out of 21
Why is narrative so powerful?
Why is narrative so powerful?
Q. How hard do people on welfare work to improve their situations?

(1=not hard at all, 5=extremely hard)
People on welfare are irresponsible.
Women in New York City on welfare an average of 2 years, not 13.

People on welfare are irresponsible.
Some kids are just bad kids, that’s all.

Environmental regulations are bad for business.

The poor will always be with us.

The arts are for rich people, not me.
Doctors won’t work as hard to save my life.

I’m too old to be an organ donor.

Only rich people will get my organs.

What are the narratives against organ donation?

It’s against my religious beliefs.

Only rich people will get my organs.
immortal fans
Thousands of Brazilian Soccer Supporters Become 'Immortal Fans'

An organ donation campaign from one of Brazil's biggest soccer clubs is slashing transplant waiting lists.
The poor will always be with us.

Some kids are just bad kids, that’s all.

Environmental regulations are bad for business.

The poor will always be with us.

The arts are for rich people, not me.
“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
“In the past two decades, cognitive science has increasingly come to support the claim that we, as a species, think best when we allow numbers and narratives…to work together.”

Paul Slovic & Scott Slovic
Why is narrative so powerful?

What makes a good story?

What kinds of stories should you tell?
What makes a good story?

“It’s going to be okay, Jennifer.”
Parenting is the most important thing we do!

How well we do it will determine the LONG-RANGE HAPPINESS of our children (and of ourselves). Parenting is too important to leave to chance and too important to be approached defensively or by reaction.

Like anything else in life, good parenting requires AN OFFENSE with clear goals and plans and tried proven methods. ValuesParenting.com is based on the experience and PROACTIVE philosophy of #1 best selling authors RICHARD & LINDA EYRE...and on having a well-conceived PROGRAM for teaching your children. The Values Parenting site changes monthly with different ideas and methods to help you STRENGTHEN YOUR FAMILY. You can also become a member of Values Parenting to receive even more benefits.

See the Eyres' Videos

A letter from the founders, Linda & Richard Eyre

Keep Up With the Eyres

- The Eyres' newest book The Thankful Heart. Order Here.
- The Eyres' new book THE TURNING is already a bestseller. Order Here
- Read the Eyres' Wednesday column at Deseret News
- See the Eyres' latest TV Appearances or see their live appearances on www.TheEyres.com
- Listen to the Eyres' weekly Radio Broadcast at 6:00pm MT every
What makes a good story?

“It’s going to be okay, Jennifer.”
Story Structure

PROTAGONIST

INCITING INCIDENT

GOAL
Story Structure: A Short Course in Human History
Duly noted.
Story Structure

- PROTAGONIST
- INCITING INCIDENT
- ACT I
- ACT II
- ACT III
- BARRIER
- RESOLUTION
- GOAL
GOODNIGHT
MOON

by Margaret Wise Brown
Pictures by Clement Hurd
Surfers Healing
A Foundation for Autism
**PROTAGONIST**
Izzy Paskowitz

**GOAL**
Share the joy of surfing

**BARRIER**
Kids don't want to go

**OVERCOMES BARRIER**
Takes them anyway

**MEANING**
More to sports than who won or lost
Why is narrative so powerful?

What makes a good story?

What kinds of stories should you tell?
What kinds of stories should your organization tell?

The “Nature of Our Challenge” Stories
Building the whole girl

Juno Foundation empowers adolescent girls and young women to achieve strong mental health and well-being.

One step at a time

Help for those in need

Juno Foundation provides financially disadvantaged adolescent girls, young women and their families with subsidies to access counselling and therapeutic services.
Statistics show that almost 33 percent of girls experience eating disorders, anxiety disorders or depression. With 36,565 high school aged girls in Calgary area, approximately 12,000 girls may be in need of therapy, but few therapists work with this underserved population. These are the girls that Juno Foundation seeks to empower.

One step at a time

Help for those in need

Juno Foundation provides financially disadvantaged adolescent girls, young women and their families with subsidies to access counselling and therapeutic services.
SPLASH OF RED
in support of HIV COMMUNITY LINK

SATURDAY
MAY 14, 2016
7:00pm, Fairmont Palliser

$100 General Admission
$80 EARLY BIRD UNTIL MARCH 31
$1K TABLE FOR 6 + CHAMPAGNE VIP

(Your resource for HIV prevention, support and advocacy)
HIV/AIDS Facts
(referenced from CATIE, Canada’s source for HIV and HepC information)

According to 2011 national HIV estimates:

➤ An estimated 71,300 Canadians were living with HIV at the end of 2011.

➤ This represents an increase of 7,300 people (11%) since 2008.

➤ An estimated 3,175 people contracted HIV in Canada in 2011.

➤ Approximately 25,000 people living with HIV have died since the beginning of the epidemic.

➤ 25% of people living with HIV in Canada are unaware that they have HIV.

➤ An estimated 17,980 people living with HIV remained undiagnosed in 2011.
If I look at the mass, I will never act.

If I look at the one, I will.

Mother Teresa
What kinds of stories should your organization tell?

- The “Nature of Our Challenge” Stories
- The “How We Started” Story

ORG
Welcome to Confederation Park 55+ Activity Centre

* come on in!

We’re happy you stopped by!

“We now boast over 650 members with a volunteer base of about 250. There are 40 plus classes offered throughout the year, as well as numerous special events, dances, club activities and seminars. We’re the Calgary Seniors’ Centre with a ton of fun activities!
Drop by the Centre for a coffee and sign up for a membership. We’d love to have you join us.”

Maureen Orton, Executive Director

Our featured posts... be sure to check out more on our blog.

Speaker Series: Wildflowers of Banff
In the year 1972 a group of older adults, headed by Dr. David Crawford, Kirk Session and the Board of Managers from St. Gile’s Presbyterian Church, felt the need for a drop-in Centre for seniors in the northwest quadrant of the city. Thus, Confederation Park Senior Citizens’s Centre was formed and until 1976 was located in the lower hall of St. Giles Church.

The first President was Mr. Godwin, the first Secretary was Jean Turnbull (later dubbed the “Mother of Confederation”) and the first Coordinator was Mrs. Glora Milligan.

The logo for the Centre, which is still the Centre’s logo, was taken from the “Tree of Life” depicted in a portion of a stained glass window commemorated by St. Gile’s Church.

On October 5, 1973, sod was turned for a separate building for the Centre at 2212 13 Street NW, its present site. The relocation from St. Giles took place in April, 1976.

On May 30, 1984 a sod turning ceremony took place for the building of an addition to the Centre that would include a social room, kitchen, washrooms and storage space. This was completed in November 1984. The official opening was held January 27, 1985.

Confederation Park Seniors’ Centre was registered as a society with the Alberta Corporate Registry in May 1973. The Society’s name changed to Confederation Park 55+ Activity Centre in February, 2010.

Now in operation for 40 years the Centre has grown from 125 members in its first year to over 700 members and a volunteer base of more than 300. The Centre offers 40 plus classes throughout each year and has a variety of clubs and drop-in activities. The Centre also plays host to many special events and seminars as well.
What kinds of stories should your organization tell?

The “Nature of Our Challenge” Stories

The “Emblematic Success” Stories

The “How We Started” Story

ORG
Everyone has the capacity to rise above even the most difficult of circumstances — and to learn, adapt and grow.

At Aspen, we help people find the sense of hope they need to make lasting, sustainable change.

We work with people to discover their dreams, their goals and talents, and provide them with meaningful, ongoing support to overcome their challenges for good.

Learn more about how Aspen is helping people create better lives.
What we do

Aspen helps people break out of the cycle of poverty and create better lives for themselves and their families.

It’s not really what we do that’s different; it’s how we do it.

First, we deal with the immediate crisis. We find a place to live for people who are experiencing homelessness, food for those who are hungry, a job, school or health-care support.

But for Aspen, that’s just the beginning. We dig for the real reasons why someone is in this situation in the first place, and then work with them to overcome their challenges for good.

We offer a wide range of programs and one-on-one, personalized support to meet each client’s needs.
Dög Jög
A FUNDRAISING WALK + FESTIVAL FOR YOU AND YOUR FURRY FRIEND
SATURDAY, JUNE 4, 2016
SOUTH GLENMORE PARK
10:00AM - 2:00PM

DONATE ONLINE
ADOPT YOUR PET
GET HANDS ON
FIND A SERVICE

REPORT CRUELTY
REGISTER TODAY!
FEATURED VIDEO

Charlie's Story

Charlie is one of the thousand’s of animals Calgary Humane is able to help each year thanks to our community’s support. Watch his video to learn more about him!
What kinds of stories should your organization tell?

- The “Nature of Our Challenge” Stories
- The “Emblematic Success” Stories
- The “Core Values” Stories
- The “How We Started” Story
Our Mission

For more than thirty years, Alcove has been helping women turn their lives around and break the cycle of addictions, abuse and mental health distress.

Mission Statement

Alcove’s mission is to operate residential recovery facilities for women who experience the co-occurring issues of addiction, mental health distress and a history of abuse. In a unique home-like setting, Alcove promotes recovery by providing its clients with holistic counselling and programming services that strive to meet the physical, emotional, spiritual, occupational, and social needs of each client. For women who are pregnant or are already mothers and who might otherwise avoid recovery for fear of being separated from their children, Alcove additionally offers accommodations and programs that keep families intact and that allow mothers and their children to remain together during recovery.

Core Values

- **Acceptance**
  Each woman’s inherent worth and dignity deserve honour and respect.

- **Compassion**
  Women who face overwhelming challenges need to be understood, valued, and supported.

- **Empowerment**
  Adversity can be overcome through education and by acquiring life skills.

- **Wellness**
  True health brings together the body, mind, and spirit.

- **Accountability**
  Recovery demands responsibility.
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What kinds of stories should your organization tell?

- The “Nature of Our Challenge” Stories
- The “Core Values” Stories
- The “How We Started” Story
- The “Emblematic Success” Stories
- The “Striving to Improve” Stories
What kinds of stories should your organization tell?
What kinds of stories should your organization tell?

Bill Crim
Senior Vice President of Community Impact & Public Policy
United Way of Salt Lake City

United Way of Salt Lake City Fail Forward Fest Story
What kinds of stories should your organization tell?

- The “Nature of Our Challenge” Stories
- The “Core Values” Stories
- The “How We Started” Story
- The “Emblematic Success” Stories
- The “Striving to Improve” Stories
- The “Where We Are Going” Story
Welcome to The New Gallery

We are a non-profit centre for contemporary art. We are open to the public from 12:00 to 6:00 PM Tuesday to Saturday.

Mandate

The New Gallery (TNG) is an artist-run centre located in Calgary, Alberta. This charitable centre for contemporary art was established in 1975 as the Clouds & Water Gallery and Visual Production Society. Today, the Society continues its vision through the operation of two venues – the Main Space, a storefront in Calgary’s Chinatown neighbourhood, and the +15 Window, a shallow vitrine located at the Arts Commons building on a high-traffic pedestrian walkway. These spaces support the research, creation, and exhibition of social and political creative practices from artists at all junctures of their careers, while enabling a public engagement with contemporary art. Our programming comprises a broad range of art and educational activities, including exhibitions, residencies, lectures, and community collaborations that serve to invigorate our audience’s experience of contemporary art and culture.
Vision

To provide opportunities and venues for artists that foster social and political creative practices, while engaging and educating our audiences through contemporary art.

Mandate

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Imagine a world without hate

Anti-Defamation League
What kinds of stories should your organization tell?

- The “Nature of Our Challenge” Stories
- The “Core Values” Stories
- The “How We Started” Story
- The “Where We Are Going” Story
- The “Emblematic Success” Stories
- The “Striving to Improve” Stories
What kinds of stories should your organization tell?
What kinds of stories should your organization tell?

For decades, Families USA has collected personal stories that highlight consumer experiences with the health care system. These stories help bring the health care debate to life by transforming mere statistics into real conversations about how people benefit from quality, affordable health coverage.
What kinds of stories should your organization tell?

Are you a Climate Witness? Tell us what you have seen which shows that the climate is changing.

**Got a story to tell?**

See things changing over time? Are you a witness to how the changing climate is impacting our world?

Let us know!

Tell us your story, what you have witnessed, and we’ll start publishing the best witness accounts that we receive.

**Your first name**

**Your last name**

**Your email address**

We only need this to contact you there is a need to clarify some of the things you may say.

**Your Story**

You may want to type this out in a word processor first then copy and paste into this box (2000 characters maximum):
What kinds of stories should your organization tell?
What kinds of stories should your organization tell?

Share Your Story with Kids Help Phone

Have you ever contacted Kids Help Phone with a problem or concern?

We are looking for individuals over 25 who want to share their story about how Kids Help Phone helped them when they were kids.

Why we want to hear from you

Since 1989, young people have reached out to Kids Help Phone over 7.1 million times. Today, many of the kids and teens who were looking for help are adults with children of their own.

We are looking for adults who have used Kids Help Phone when they were kids or teens who are interested in sharing their stories as volunteer storytellers to help promote the organization’s impact.

What does it take to be a Kids Help Phone storyteller?

You are articulate, passionate, and comfortable sharing your story with the public. You should be authentic and genuinely believe in the work of Kids Help Phone.
Every business day, Department of Motor Vehicles employees make a positive difference in someone's life. For instance, there were the Bridgeport branch workers who helped find someone who had no listed local address, yet she left her purse with credit cards and money in the office one afternoon. There also was the inspector who spotted a wheel starting to come off a large truck traveling along Interstate 95 and he guided the truck and driver to a safe stop.

It also could be helping someone through a maze of paperwork, making a complicated problem more simple to solve, searching for someone who left belongings at a DMV office, or just offering a sympathetic smile and few words about a personal trouble. These experiences happen at the counter, on the phone and through our inspectors roadside. Yes, DMV certainly gets its share of complaints, but there are also many shining moments of help.

We want to hear positive experiences that our agency has given you. Please share your stories on how our agency or a specific DMV employee helped you or made your experience at the DMV something memorable. We want to collect these stories and make them available for others to read on our website and in the variety of publications we produce.

Please e-mail your stories with your first name and hometown to DMV Making a Difference (link to dmv.webmaster@ct.gov)
Building a Storytelling Culture: Step #1

Telling stories in presentations, featuring them on your website, and making them a regular agenda item during internal meetings are all good ways to weave storytelling into your day-to-day operations. But if you truly want to build a storytelling culture that binds everyone on your team together for years to come, try assembling a "sacred bundle".  Full story. Please note: Apple Mail users may need to scroll down manually.

Join a Google Hangout about Storytelling on September 9th

As part of the A Billion + Change initiative, the Points of Light Foundation has assembled a panel of experts to talk about "Inspiring Others Through the Power of Storytelling." Full story.

New Campaign Planning Tool from Spitfire

Spitfire, creators of "The Smart Chart" and "Discovering the Activation Point", has just unveiled an invaluable new tool to help you plan more effective campaigns. Planning to Win: The Just Enough Guide
STAY CONNECTED VIA TWITTER: @GoodmanCenter
numb jars
stories

stored
Change the story
Definitely Not

The End