

Building

a

Better

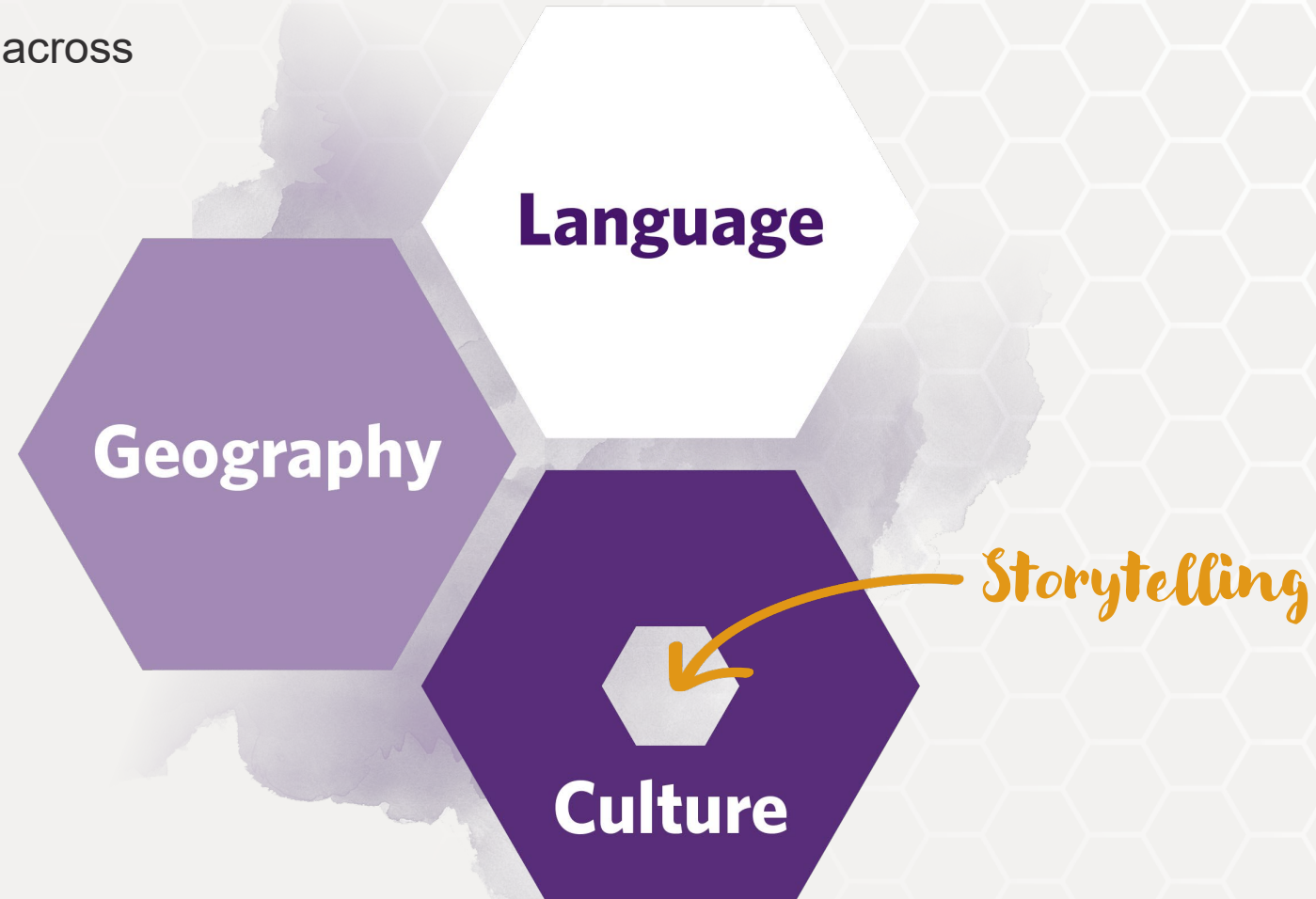
Story

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Why tell stories?

- ❑ Storytelling is **UNIVERSAL + CONNECTS US** across geography, language, history + culture
- ❑ People **REMEMBER** stories; they make complex ideas more accessible
- ❑ Stories are **OTHER WAYS OF KNOWING** that can allow us to access new perspectives and ideas
- ❑ Storytelling is at the **CORE OF CULTURE**



MESSAGING

is about us

VS.

STORIES

are about the narrative

We help people and nature thrive by partnering with communities across the globe to overcome the barriers to climate and biodiversity solutions.

MESSAGING

is about us

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STORIES

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and use

empathy

+

emotion

We help people and nature thrive by partnering with communities across the globe
We help people to overcome the barriers to climate and biodiversity solutions.



Watch on YouTube: <https://www.youtube.com/watch?v=YH5lAsvdKsU&t=2s>

Values-Based Communication & Asset Framing

Reconsider our perspective.

Reassess our language.

Broaden our perceptions and points of view.

*be curious
dig deeper
ask better questions*



Storytelling for **Social Justice**

STOCK STORIES

a set of familiar stories that are collectively maintained and support the status quo

CONCEALED STORIES

shake up the status quo; they are everywhere, but still hidden in plain view

RESISTENCE STORIES


emerge from concealed stories when they are documented and passed down

TRANSFORMATIVE STORIES


new stories that are deliberately constructed to challenge stock stories

The National Day of Mourning:

It is with mixed emotion that I stand here to share my thoughts. This is a time of celebration for you - celebrating an anniversary of a beginning for the white man in America. A time of looking back, of reflection. It is with a heavy heart that I look back upon what happened to my People.



Although time has drained our culture, and our language is almost extinct, we the Wampanoags still walk the lands of Massachusetts. We may be fragmented, we may be confused. Many years have passed since we have been a people together. Our lands were invaded. We fought as hard to keep our land as you the whites did to take our land away from us. We were conquered, we became the American prisoners of war in many cases, and wards of the United States Government, until only recently.



And so down through the years there is record after record of Indian lands taken and, in token, reservations set up for him upon which to live. The Indian, having been stripped of his power, could only stand by and watch while the white man took his land and used it for his personal gain. This the Indian could not understand; for to him, land was survival, to farm, to hunt, to be enjoyed. It was not to be abused. We see incident after incident, where the white man sought to tame the "savage" and convert him to the Christian ways of life. The early Pilgrim settlers led the Indian to believe that if he did not behave, they would dig up the ground and unleash the great epidemic again.

What are

you thinking?

That's all, y'all!

Come and talk to me!
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