

The Power of Sharing You

Everyone has something

they want to have happen

and a story to tell



Microsoft®



LEAGUE OF
WOMEN VOTERS®





Survival









RESULTS



TB Rays

||||| |||||

||||| |||||



The Bigs

0 - 26

Final

Box Score

Stats

	1	2	3	4	5	6	7	8	9	R	H	E
TB Rays	0	0	0	0	0	0	0	0	0	0	1	1
The Bigs	0	4	5	7	6	0	2	2	X	26	31	0

W: Nolan (10-0) ERA: 0.80

L: Rene Stewart (29-46) ERA: 5.21

REWATCH



FREE BUCKS

CONTINUE

Brain Evolved Respond to Story

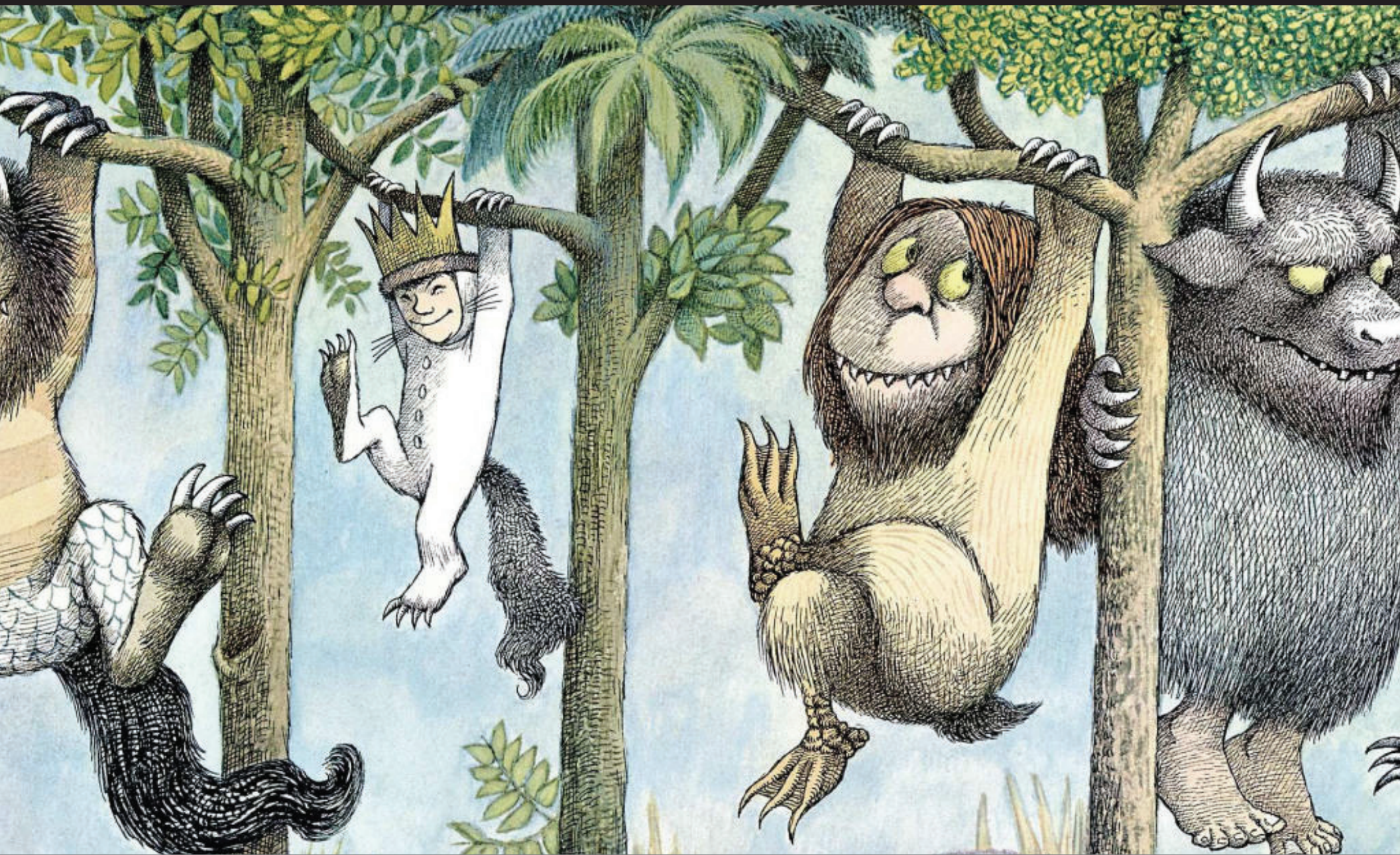


When Emotions are
Triggered

Dopamine
Floods the Brain







Why do we remember this???



Or this???

PLAYLIST
14

VIDEO
1



STATISTICS 101

SIMPLE LINEAR REGRESSION

SUM OF SQUARES

$$49 + 25 + 1 + 4 + 16 + 25 = 120$$

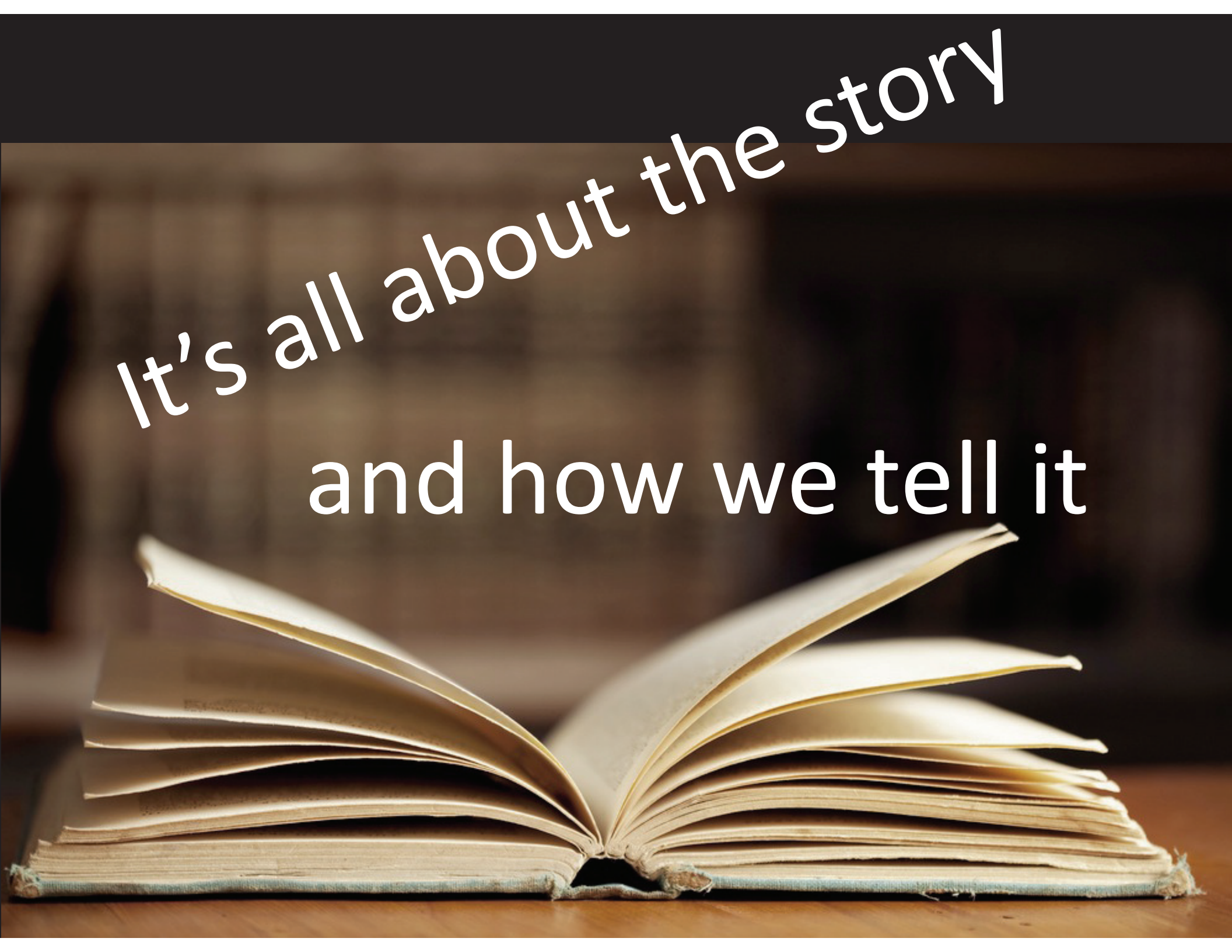
The goal of simple linear regression is to create a linear model that minimizes the sum of squares of the residuals / error (SSE).

If our regression model is significant, it will “eat up” much of the raw SSE we had when we assumed (like this problem) that the independent variable did not even exist. The regression line will/should literally “fit” the data better. It will minimize the residuals.

But not this???

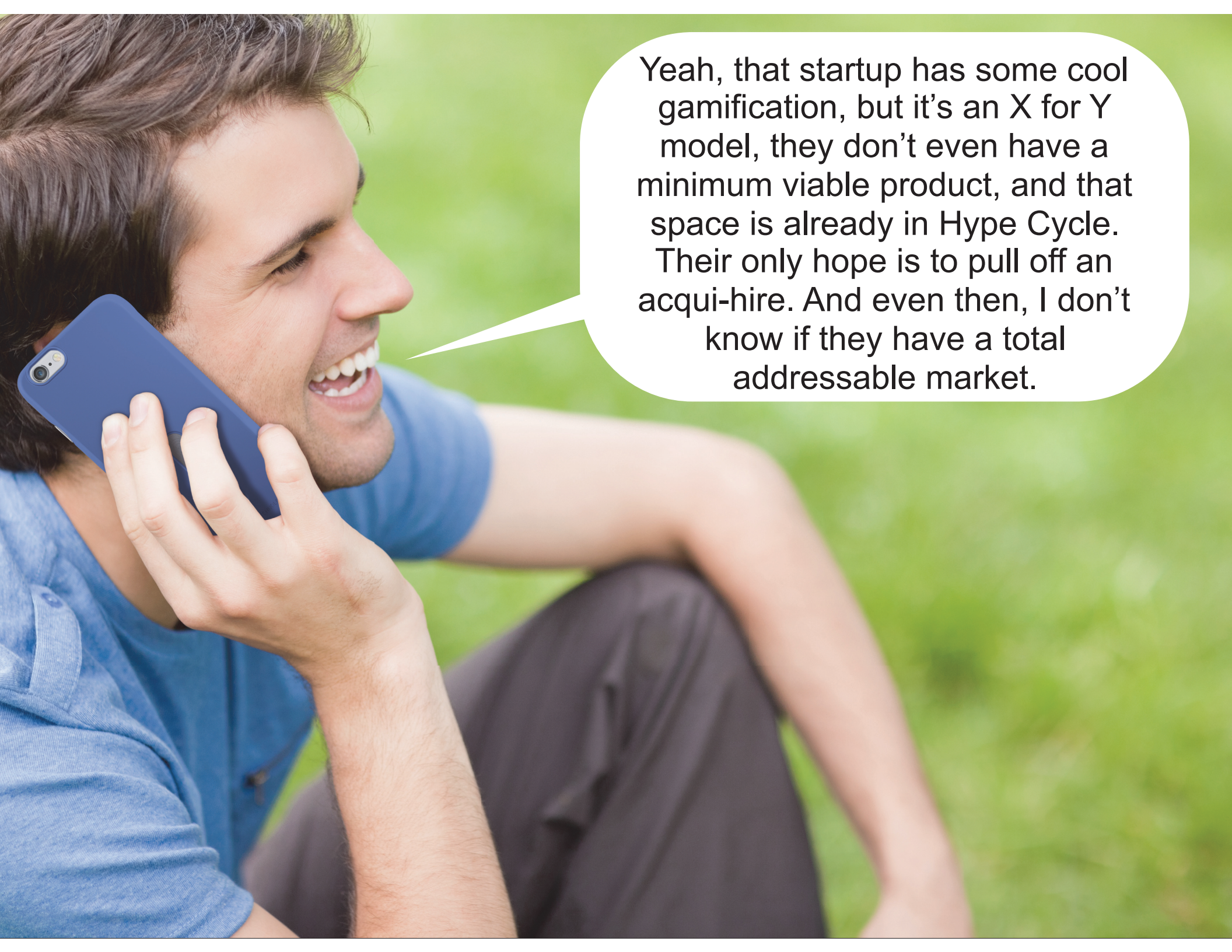
Neon

Remember



It's all about the story

and how we tell it

A man with dark hair, wearing a blue t-shirt and dark pants, is sitting on a green lawn. He is holding a blue smartphone to his ear with his right hand and is smiling, looking towards the right. A white speech bubble with a tail pointing to his mouth is positioned to the right of his head.

Yeah, that startup has some cool gamification, but it's an X for Y model, they don't even have a minimum viable product, and that space is already in Hype Cycle. Their only hope is to pull off an acqui-hire. And even then, I don't know if they have a total addressable market.



Pumps need variable frequency drives to match the water needs and create electrical cost efficiencies.

**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



Neil Armstrong
July 20, 1969

1970 The last
time more than
50%
of Americans
said they were
very interested
in space
exploration

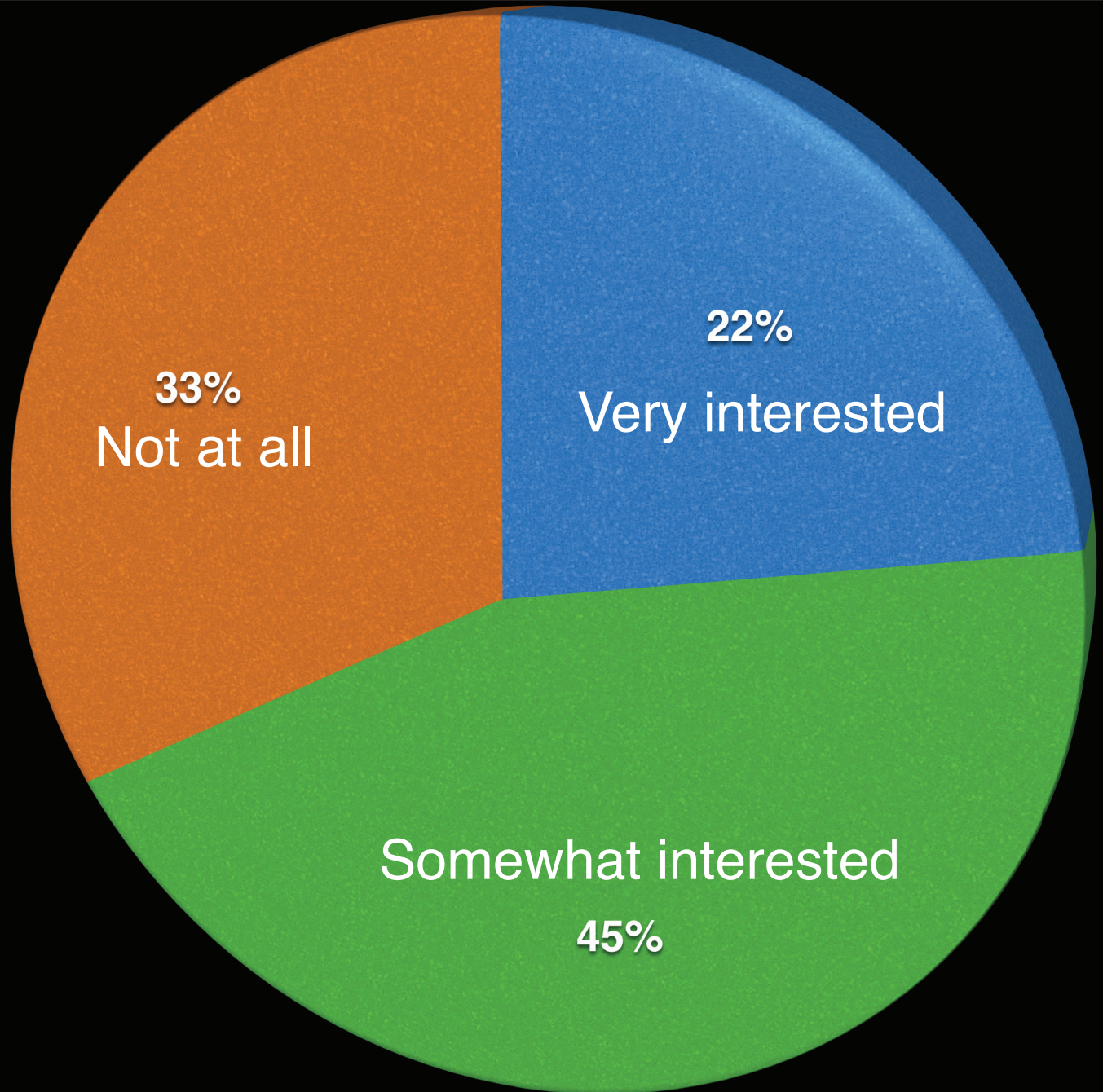


**The NASA story
changed from
people to
technology**





2014



**WED
MAR 2**
8/7c



PBS

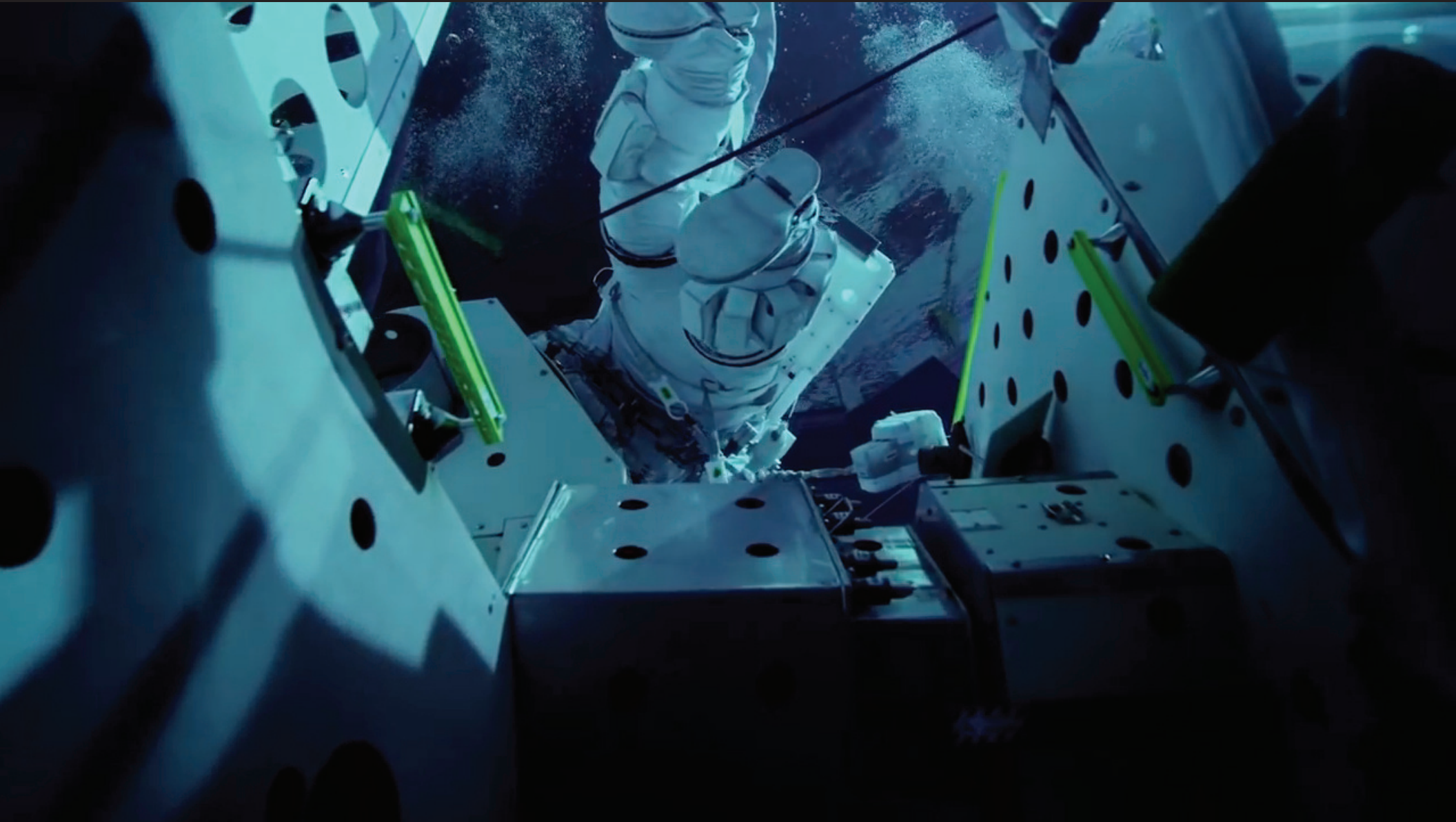
TIME

A YEAR IN SPACE



The story of one
man's journey to
space...





2017



4 million followers on Twitter



Over 100,000 views on YouTube



1,135,000 Friends on Facebook



Nominated for an Emmy Award



NASA's 2016 and 2017 budgets the largest in
10 years



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 Persuasion
Through the Art of Storytelling

Change begins with a Story

**What do good stories
have in common?**

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





**What if you're not
Hollywood?**

Failing infrastructure



Our water pipes are old



Our water system is failing

This pipe - from 1882 - burst this year



It flooded three homes



WCVB

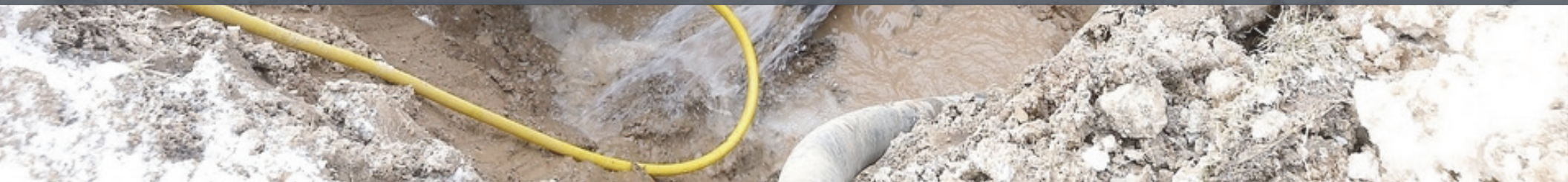
Stay Connected.

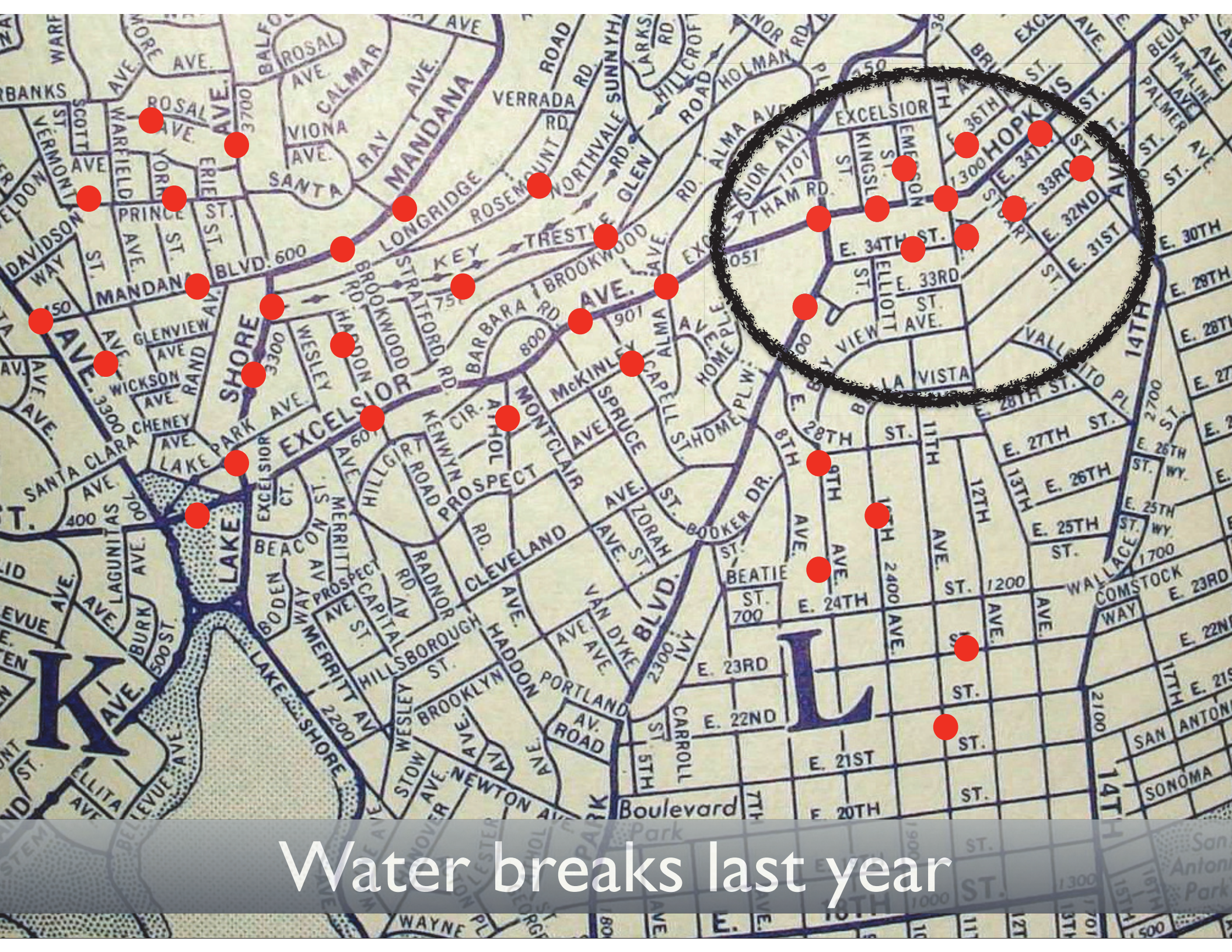


“I opened my back door and I got hit by a wave of water that knocked me almost on my butt.”

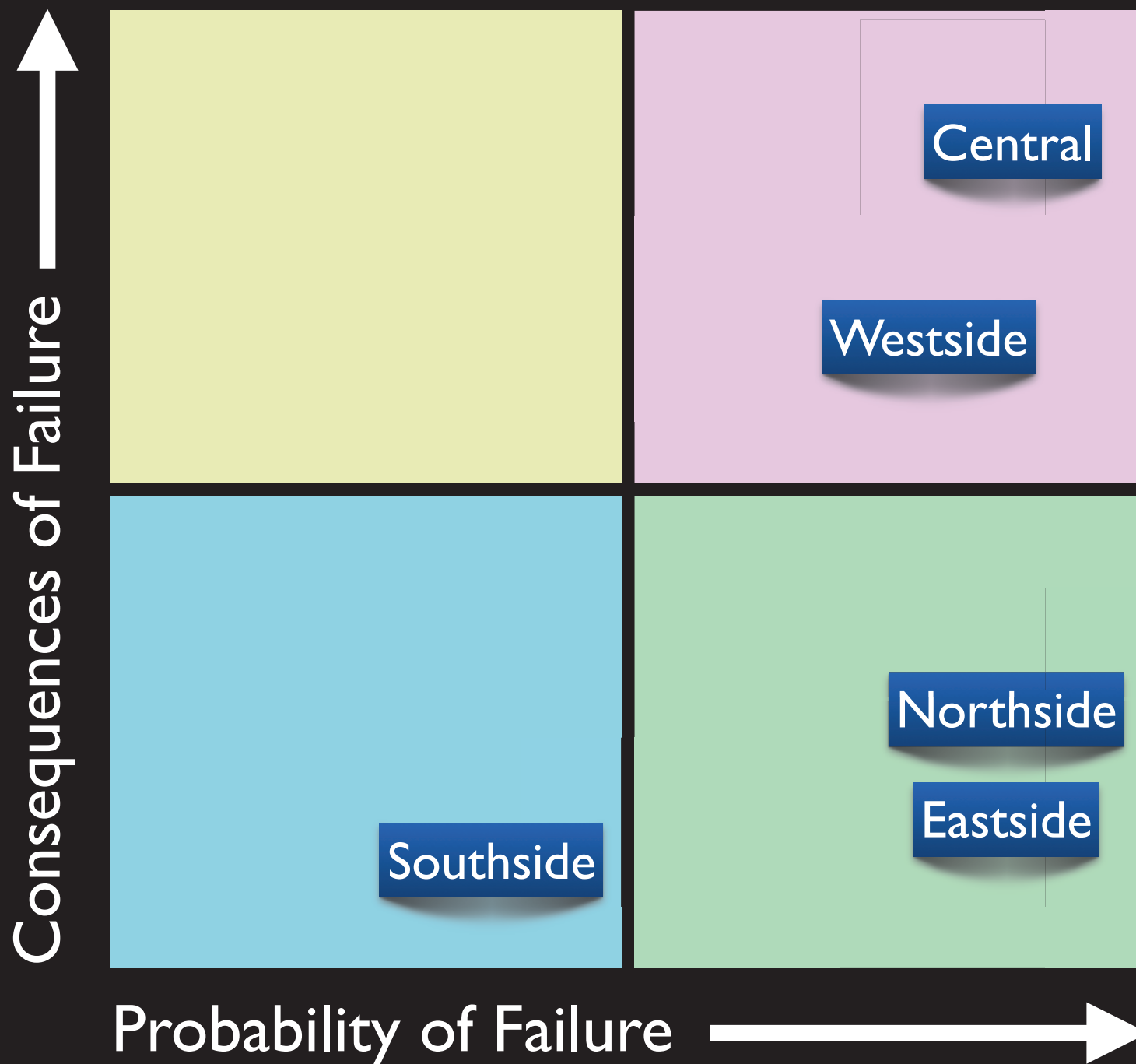


63 job hours and cost \$26,459 to fix





Water breaks last year



75% of our pipes are over 80 years old





The arteries of our water system are
clogged



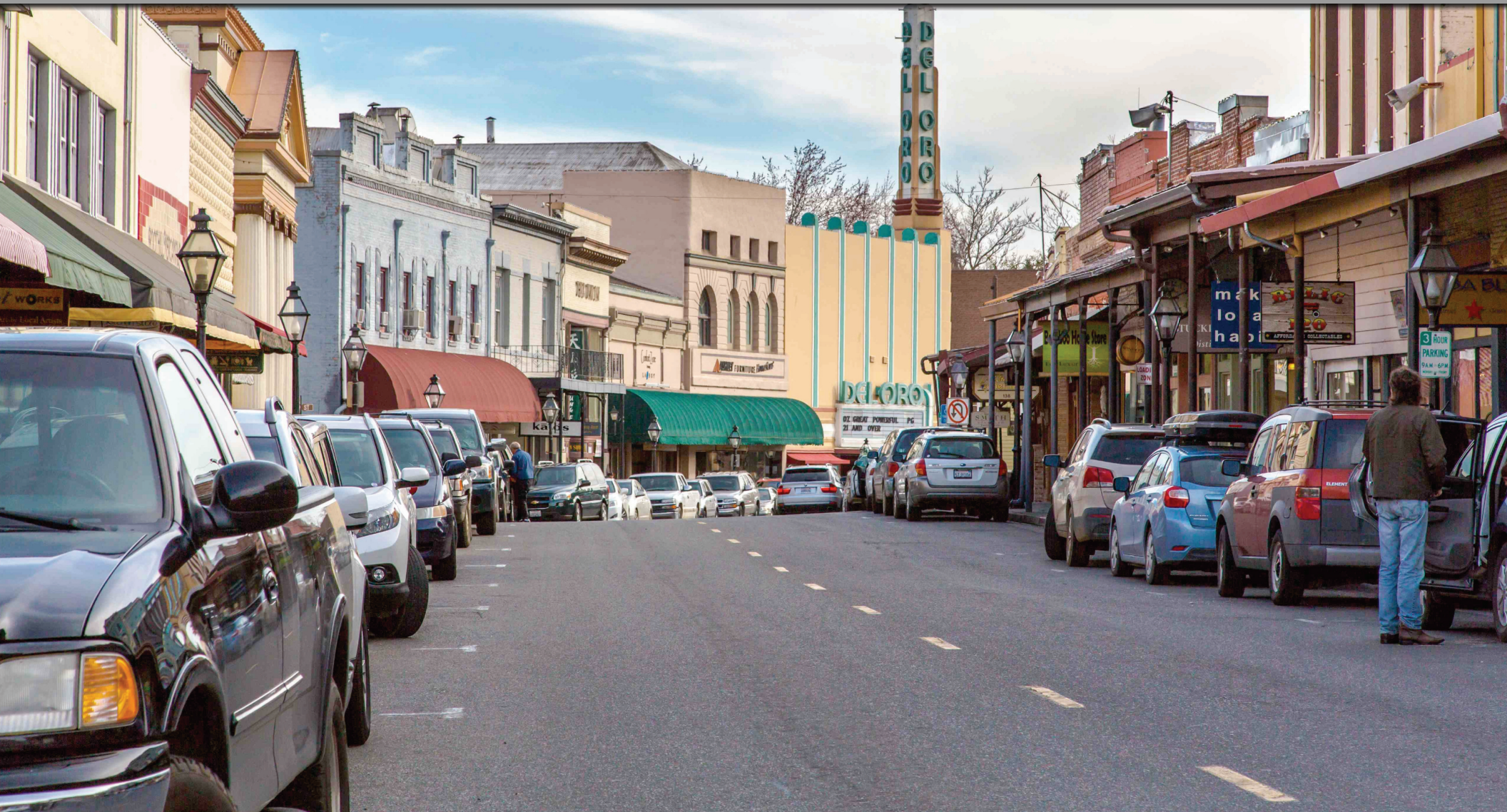
They are bursting from the pressure

A photograph of a city street corner. In the foreground, a large, deep pothole has been dug into the asphalt road. Several construction workers wearing bright yellow safety vests and white hard hats are standing around the pothole. In the background, a multi-story red brick building with many windows is visible. A yellow construction vehicle, possibly a loader or bulldozer, is parked on the right side of the street. The sky is overcast.

Water is the lifeblood of our community

And we can start rebuilding today!

We can invest in our infrastructure for
a thriving economy...



We can keep our water safe and clean
for future generations



Because we all depend on a



strong and reliable water system

*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**