STORIES & STRATEGIES

Turning Back Climate Change and Preventing Mass Extinction
OLLI – November 30, 2015
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OVERVIEW

- Stories - new and old

- SUCCESS - Intervention strategies

- Strategies

PRINCIPLES

- Values and Desires

- Safety/Curiosity

- Balance and Tension

HUMAN ASSET ENGINEERING

- We like challenges

- We like making things better

- We like being part of the group

- We create solutions!

EXTRINSIC REWARDS

The Fallacy of Material Fulfillment

- Money

- Image and social standing

- Power

INTRINSIC REWARDS

Priorities Correlated with Self-Reported Happiness

- Personal growth

- Meaningful, close, trusted relationships

- Feeling of making a contribution outside yourself

WHAT IS OUR STORY?

- Growth = Success?

- Consuming More = Better?

- Unfettered Competition = Survival?

CREATING A NEW STORY

- Personal Growth = Success

- Connecting More = Better

- Sustained Cooperation = Survival

MENTAL MODELS

- Hidden assumptions

- Irrational fear when hidden assumptions and values are threatened

- **Positive Remedies to Replace**

- **Curiosity, Challenge, Cooperation**

- **SUCCES**

INTERVENTIONS

- Accurate diagnosis of the system

- Specific predictions about the present system's ineffectiveness & factors that may increase ineffectiveness

- Changes necessary and the sequence with which they may be brought about

- Knowledge of resisting forces and strategies for neutralizing

WE CAN DO IT!

Remember the Four "R's"

- Re-Imagine

- Resist

- Reform

- Re-Create

POPE FRANCIS IN *LAUDATO SI'*

Given the complexity of the ecological crisis and its multiple causes,
we need to realize that the solutions
will not emerge from just one way
of interpreting and transforming reality.
Respect must also be shown for the various cultural riches of different peoples,
their art and poetry,
their interior life and spirituality.
If we are truly concerned to develop an ecology
capable of remedying the damage we have done,
no branch of the sciences and
no form of wisdom
can be left out,
and that includes religion
and the language particular to it.

STICKY IDEAS*

- Easy to remember

- They change something

- Political slogans

- Proverbs

- Fairy tales

* Chip Heath and Dan Heath, *Making It Stick*

"STICKINESS" = "SUCCES"

- **S**implicity

- **U**nexpectedness

- **C**oncreteness

- **C**redibility

- **E**motions

- **S**tories

A FOOT IN THE DOOR

Three Questions to Ask

- Who am I?

- What kind of situation am I in?

- What does someone like me do in a situation like this?

CORE MESSAGE

*"We're going to put a man on the moon
and return him safely
by the end of the decade."
- JFK*

- **S**imple, **U**nexpected, **C**oncise, **C**redible, **E**motion, **S**tory

LEVERAGING LEADERSHIP

- People want to be "normal"

- Reputation and standing are deep needs

- Nature abhors a vacuum

- 10% shift changes the whole

- People align their lives with their values

LEVERAGING SYSTEM CHANGE

- I Transcend oppositional paradigms

- Reframe the goals and aspirations

- Modify to align with self-organizing system structures

COALITIONS

- People are relational

- Networks of diversity create strength

- "Systems Change" and "Systems Thinking"

- Natural coalition: environmental, social, and economic justice

EXAMPLES

- The demise of the tobacco industry

- The story of seatbelt

- JFK: Putting a man on the moon

- Nelson Mandela and the dissolution of apartheid in South Africa

SUMMARY

- We're in motion

- We are driven by our values

- How can we connect and build coalitions?

LOCAL RESOURCES

- Transition Durham

- NC Interfaith Power and Light

- NC WARN

- NC Climate Justice

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