Leveraging the Power of STORY to Achieve Greater Sustainability

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Storytelling for Business

Why Storytelling Will Be the Biggest Business Skill of the Next 5 Years
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Tap the Power of Storytelling

From Bedtime to the Boardroom: Why Storytelling Matters in Business

This American Life www.thisamericanlife.org

Forbes / Leadership
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Business Storytelling
Using Stories to Inspire

How many times have you been enthralled by a good story?
Why story works
Why story for sustainability?

“A story can go where quantitative analysis is denied admission: our hearts.

Data can persuade people, but it doesn’t inspire them to act; to do that, you need to wrap your data or facts in a story that fires the imagination and stirs the soul.”
Story Purpose

- Inform
- Persuade
- Inspire
- Entertain
Data & Facts vs. Story

**Data & Facts:**
- Language Processing
- Comprehension

**Story:**
- Vision
- Memories
- Motor Cortex
- Olfactory
- Amygdala (emotions)
Know your audience!

A Love Letter…

To whom it may concern
Avoiding Toxic Chemicals in Commercial Buildings
"Common Hazards, Risks and Opportunities"
30 November 2014

SETTING
There are over 80,000 commercially available chemicals on the global market and less than 1% of these chemicals have been tested for safety. And we come into contact with hundreds of chemicals every single day.

PROBLEM
Our study has shown that up to 300 chemicals can be found in the umbilical cord blood of newborn babies. And while cancer survival rates have improved, the number of new cancer types and increasing rates in children are alarming.

QUESTIONS
What food and water ingested are the primary pathways for toxins to become present in our bodies? Recent research has shown the impact of daily pathways of SVOCs and phthalates from the built environments. Some of the chemicals in common building materials are known carcinogens, mutagens and reproductive disruptors. Using the "precautionary principle", we must assume that these chemicals may also have pathways into our bodies and they may certainly negatively affect the environment, including our food and water sources.

SOLUTIONS
Just as rating systems such as LEED and the Living Building Challenge transformed the market and increased knowledge about the design and construction supply chain (including products), such as variety of options in the health benefits of low or no VOC materials, we can also evaluate and evaluate the chemical content of materials using HPDs and EPDs and other web-based resources available today to drive changes in the supply chain of building materials.

RESOLUTION
Imagine if all the products we used were designed and constructed to function as elegantly and efficiently as anything found in the natural world. Imagine if those products were made up of materials that were...
Story Structure

“WELL, YES, WE COULD READ YOUR BLOG.... OR YOU COULD JUST TELL US ABOUT YOUR SCHOOL DAY.”

Context • Character • Conflict • Resolution
Analogies and Metaphors

“The cooling concept is similar to experiencing a light breeze under the shade of a tree.”
YKK Headquarters Project

Setting • Challenges • Turning Point • Solutions • Resolution
YKK Headquarters “story”

- Too small!
- Earthquake!
- Safe Green!
- Technology

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LEED Platinum 2016
Selling Sustainability with story
Thank you

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