



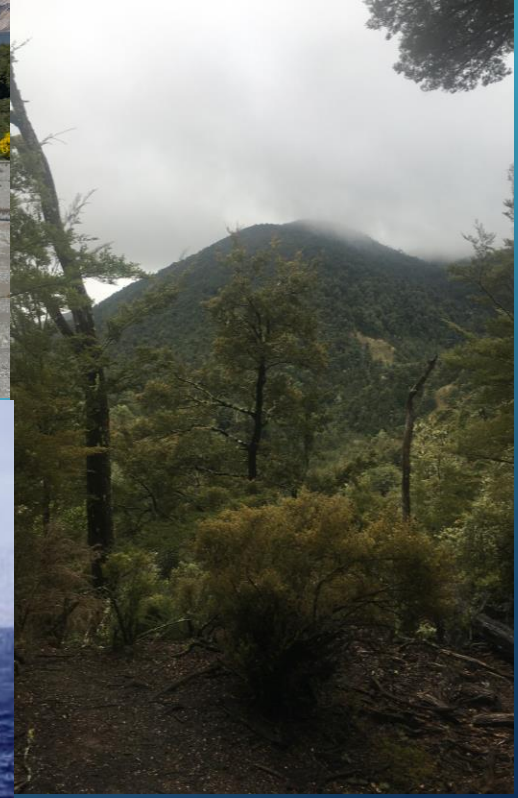
THE ROLE OF STORY IN BUILDING A BETTER WORLD

IPWEA WEBINAR

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WHAKAPAPA



THEORY OF CHANGE

A better world comes about through systems change...

...systems change is culture change...

...and any culture is built almost entirely on story, narrative, and myth.

AT A COLLECTIVE LEVEL...

“Any large-scale human cooperation—whether a modern state, a medieval church, an ancient city or an archaic tribe—is rooted in common myths that only exist in people’s collective imagination.”

—Yuval Noah Harari, Author



MYTH IS
NOT A
DIRTY
WORD

Myth \neq Lies/Falsehood

Truth wrapped in story

Ten new myths for humanity

AT A PERSONAL LEVEL...

"Life is not made up a series of events, occurrences, and circumstances, but rather our interpretation of a series of events, occurrences, and circumstances.

—Unknown

The background is a solid teal color. In the four corners, there are decorative white line-art elements resembling circuit traces or neural network connections. These lines are thin and end in small circles, creating a modern, tech-oriented aesthetic.

“We don't see things as they are, we see them as we are.”

- Anais Nin, Author, Novelist



WHY STORY?

Humans are hard-wired for story

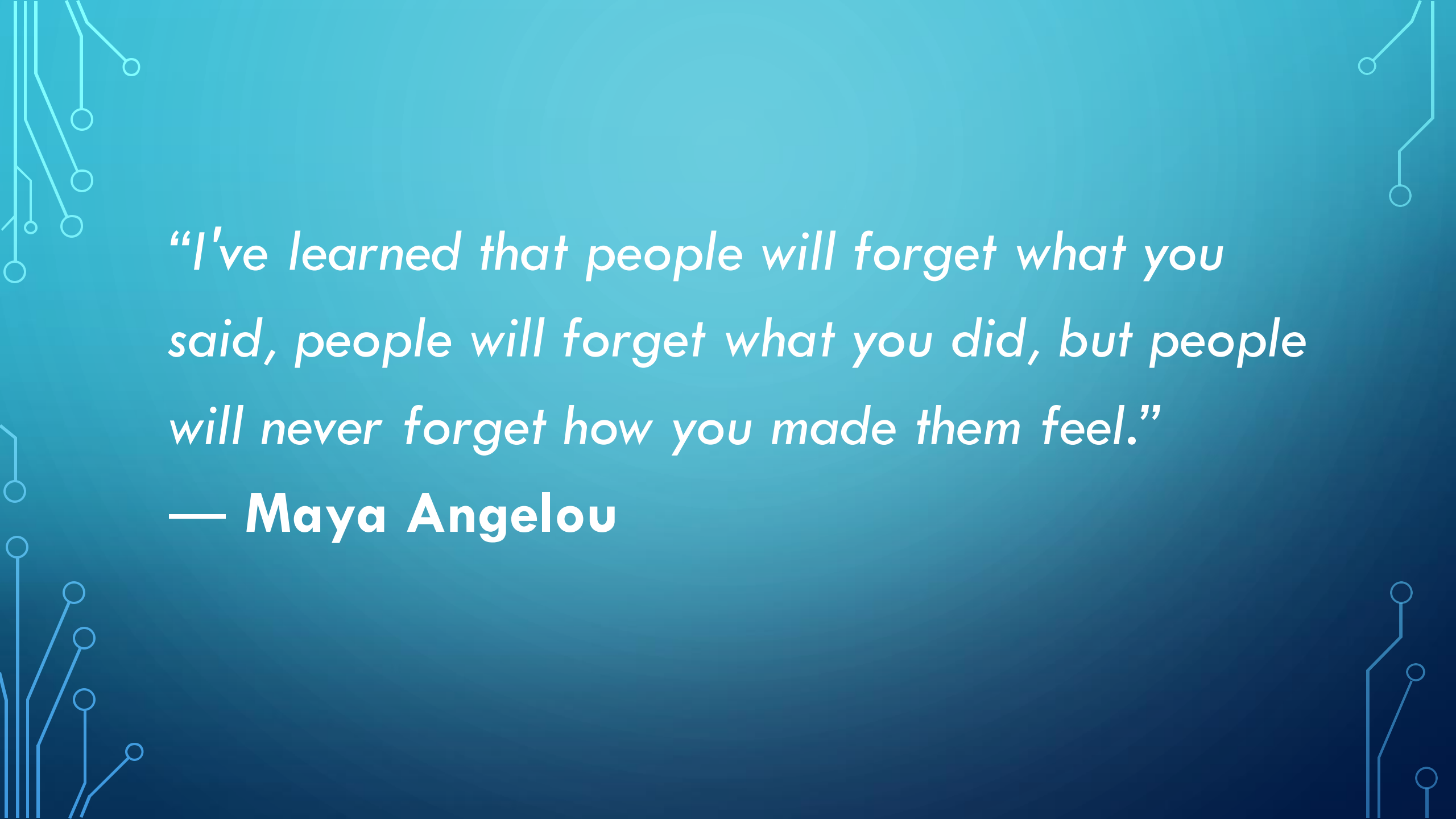
Story as the OS of the human brain

Builds bridges to shared meaning

Communicates values

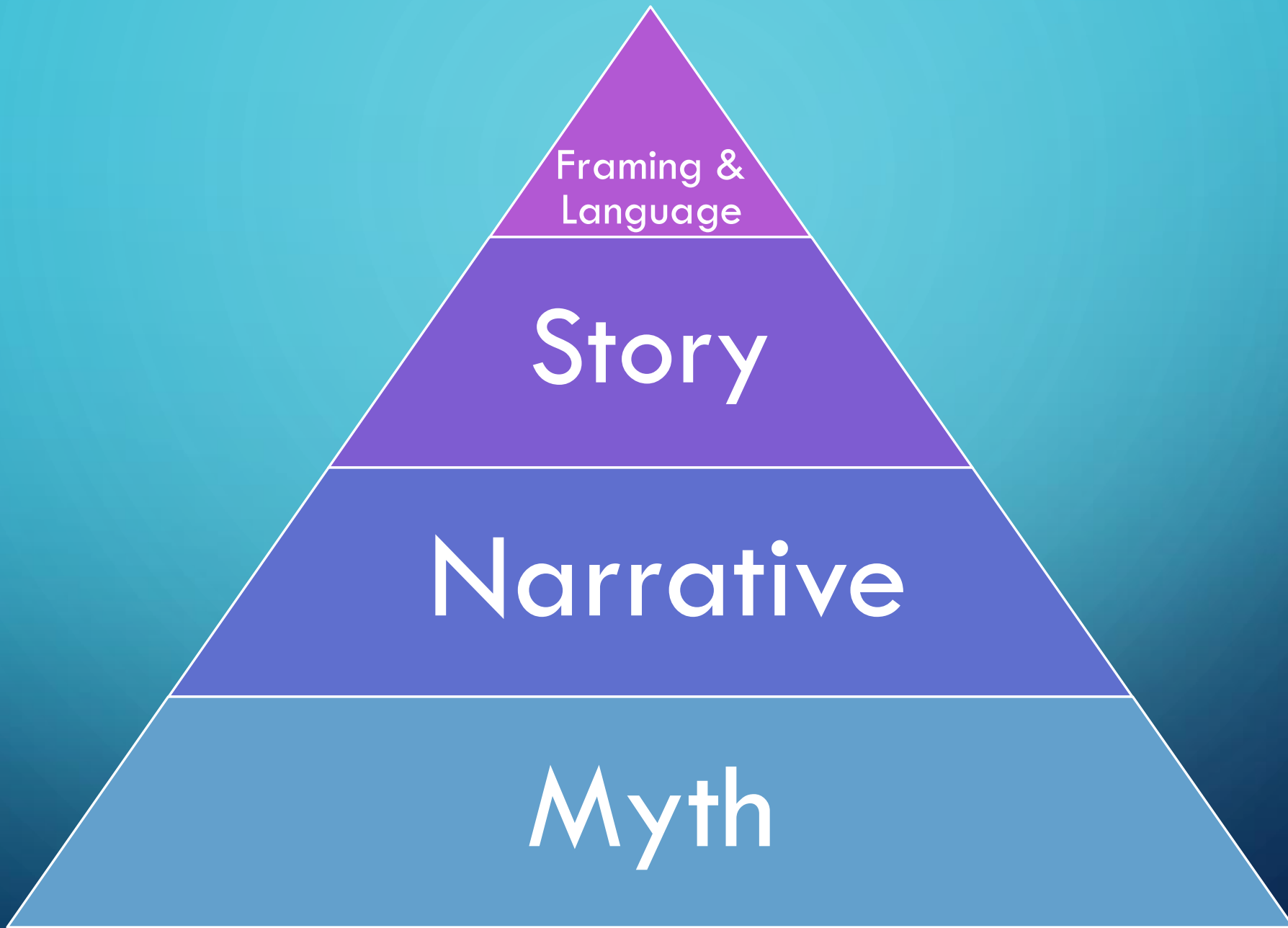
Reaches hearts over minds

Works at the implicit level

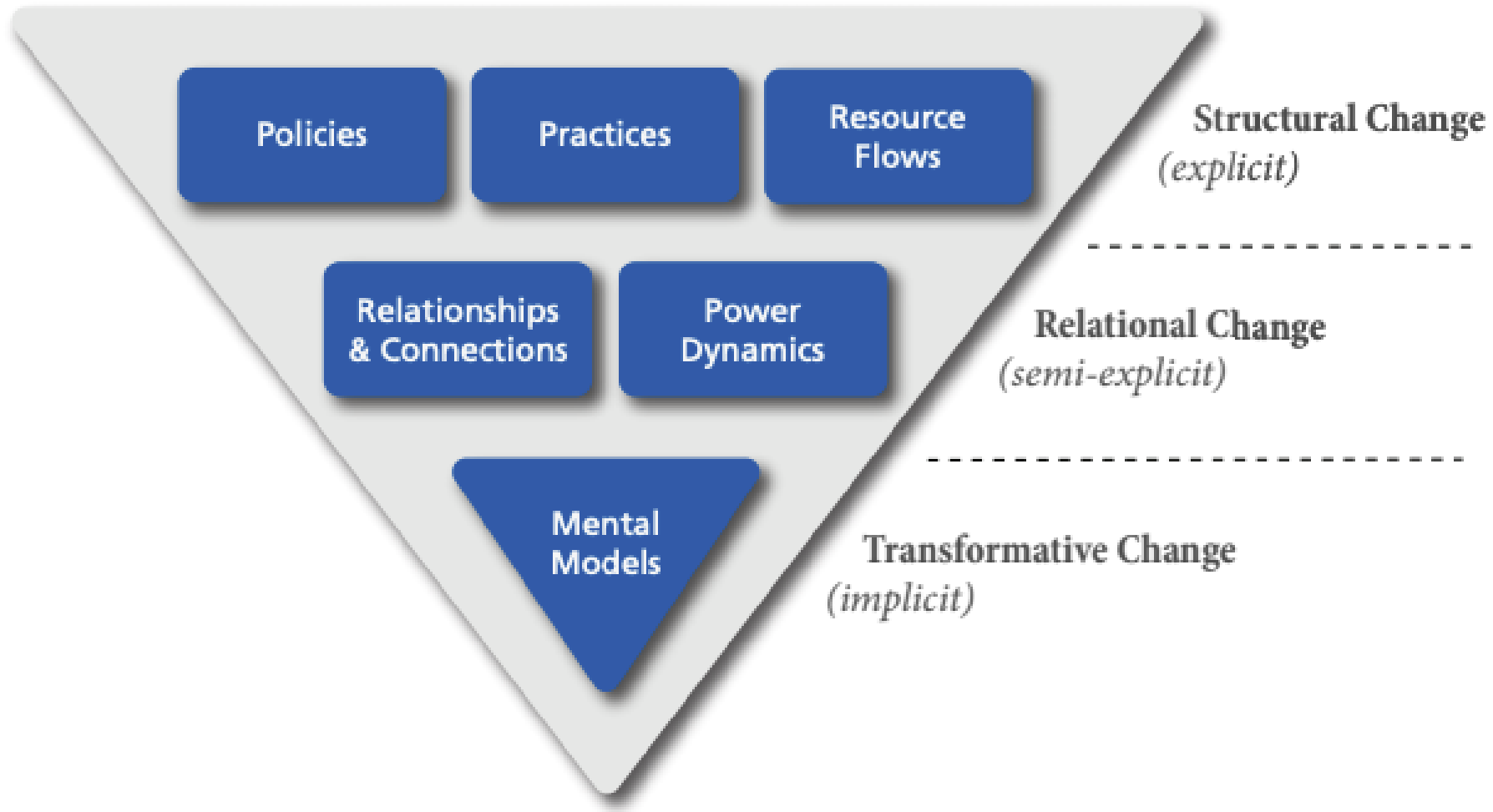
The background is a solid teal color. In the four corners, there are decorative white line-art patterns resembling circuit traces or neural network connections. These patterns consist of straight lines of varying lengths and directions, ending in small white circles.

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— Maya Angelou



Six Conditions of Systems Change



FROM ME TO WE



FROM TREE TO ME



FROM STUFF TO ENOUGH



FROM SCARCITY TO ABUNDANCE



The image features a blue gradient background with white circuit-like lines in the corners. These lines consist of straight lines and small circles, resembling a network or data flow diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

SO WHAT DOES ALL THIS MEAN FOR
PUBLIC WORKS ENGINEERS??

A BETTER WORLD THROUGH PUBLIC WORKS

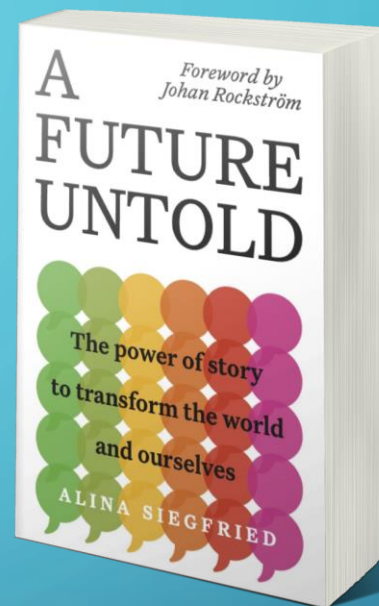
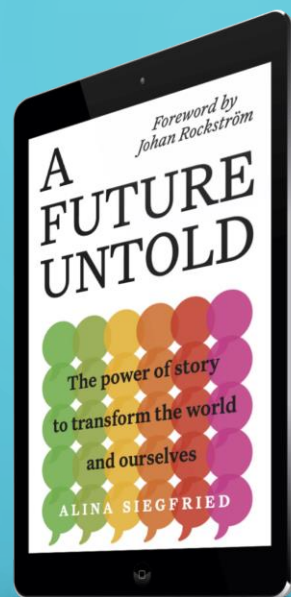
- What is the story or narrative you have of what you do?
- Whose story is it?
- What might be alternative ways of framing that story?

The image features a dark blue gradient background with white circuit-like lines in the corners. These lines consist of straight paths that branch out and terminate in small circles, resembling a network or data flow diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

START WITH "WHY?"

THANK YOU!

Book launching
28 October
2021!



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