



# We Are All Connected To The Climate Crisis

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# AGENDA

- **Narrative Power**
- **Meditation for the Future**
- **Reflect on what's 'Rising Within'**



# Individual Story Coaching & Group Workshops





**Climate Change  
is now part of the  
human experience**

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**SCIENCE**

**+**

**STORY**



**Information alone is not enough to change behavior; stories humanize the data and create a relevance to our lives.**



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# CHANGING THE NARRATIVE

To shift dominant and damaging narratives in mainstream climate communications, we must include the voices of 'everyday' people.

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# **LEADING OUR COMMUNITIES**

**Those closest to the problems  
better understand the pathways  
to just solutions**

A vibrant watercolor illustration featuring a large pink flower with red stamens on the left and a line-art profile of a woman's face on the right. The background is a mix of pink, orange, and yellow washes. The text 'Humanize The Data' is overlaid in a bold, yellow, outlined font.

# Humanize The Data

✦ ✦

**The strategy is to “follow the frontlines” and to humanize the data by amplifying first-person narratives.**



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# First Person Narratives VS Third Person News Stories





# **THE STORIES WE TELL MATTER**

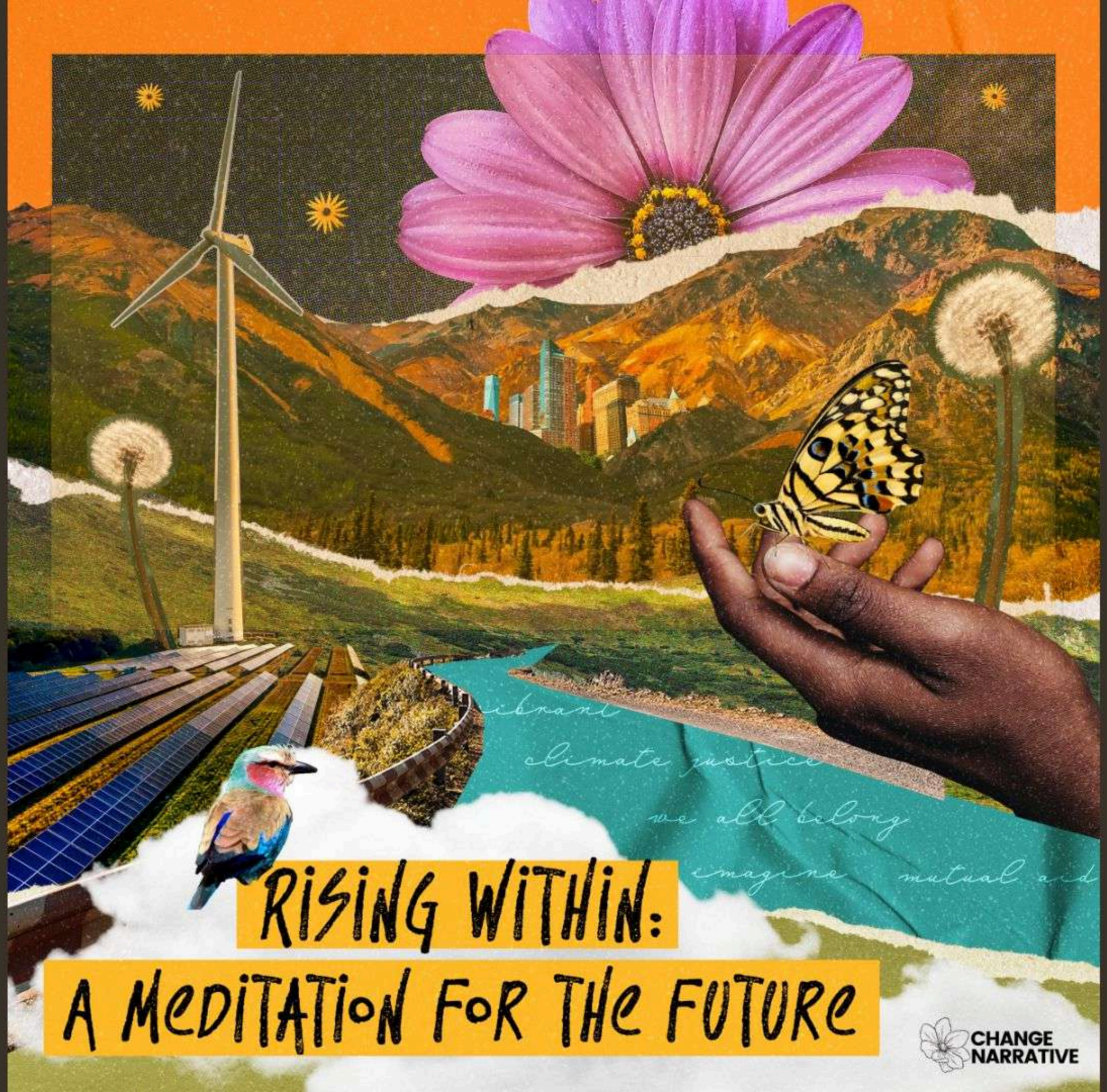
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**“Hearing a powerful story about an experience lights up the same neurological regions of the brain as if the listener had experienced the events themselves in real life.”**

**Annie Murphy Paul, “Your Brain On Fire” New York Times**



# **Sparkling Imagination**



**RISING WITHIN:  
A MEDITATION FOR THE FUTURE**







**CHANGE  
NARRATIVE**

**Stay connected:**

**[www.changenarrative.org](http://www.changenarrative.org)**

