





# **The power of story**

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**We create the future through the stories we imagine.**

**How can we create the future –  
how can we create anything? –  
if we can't imagine it first?**

# **Imagining new stories**

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- **for people**
- **for organizations**
- **for communities**
- **for a planetary civilization**

# **What can stories do?**

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- **they can strengthen**
- **they can teach**
- **they can heal**
- **they can inspire**
- **they can create new futures**

THE UNIVERSITY OF CHICAGO

# **We are living in a time of rapid change**

- experience has *less* value**
- resilience has *more* value**
- no-one can know everything**
- so we must work together**

**That means communicating well.**

***“Stories are fundamental  
to human existence.  
They strengthen our lives.”***

**-- Mihalyi Csikszentmihalyi**



***“Communities exist as constructions through shared stories.”***

***“On the personal level, receptivity to stories allows the individual to ... generate her own healing story. Stories and selves are inseparable.”***

***-- Lewis Mehl-Madrona (Coyote Wisdom)***

# **In organizations...**

**We are learning to manage**

- **what we know** (KNOWLEDGE)
- **how we feel** (CULTURE)
- **what we are doing** (STRATEGY)
- **and why.** (VISION/STORY)

*-- Jan Lee Martin 2005*

# CAUSAL LAYERED ANALYSIS

**Litany**

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**Social causes**

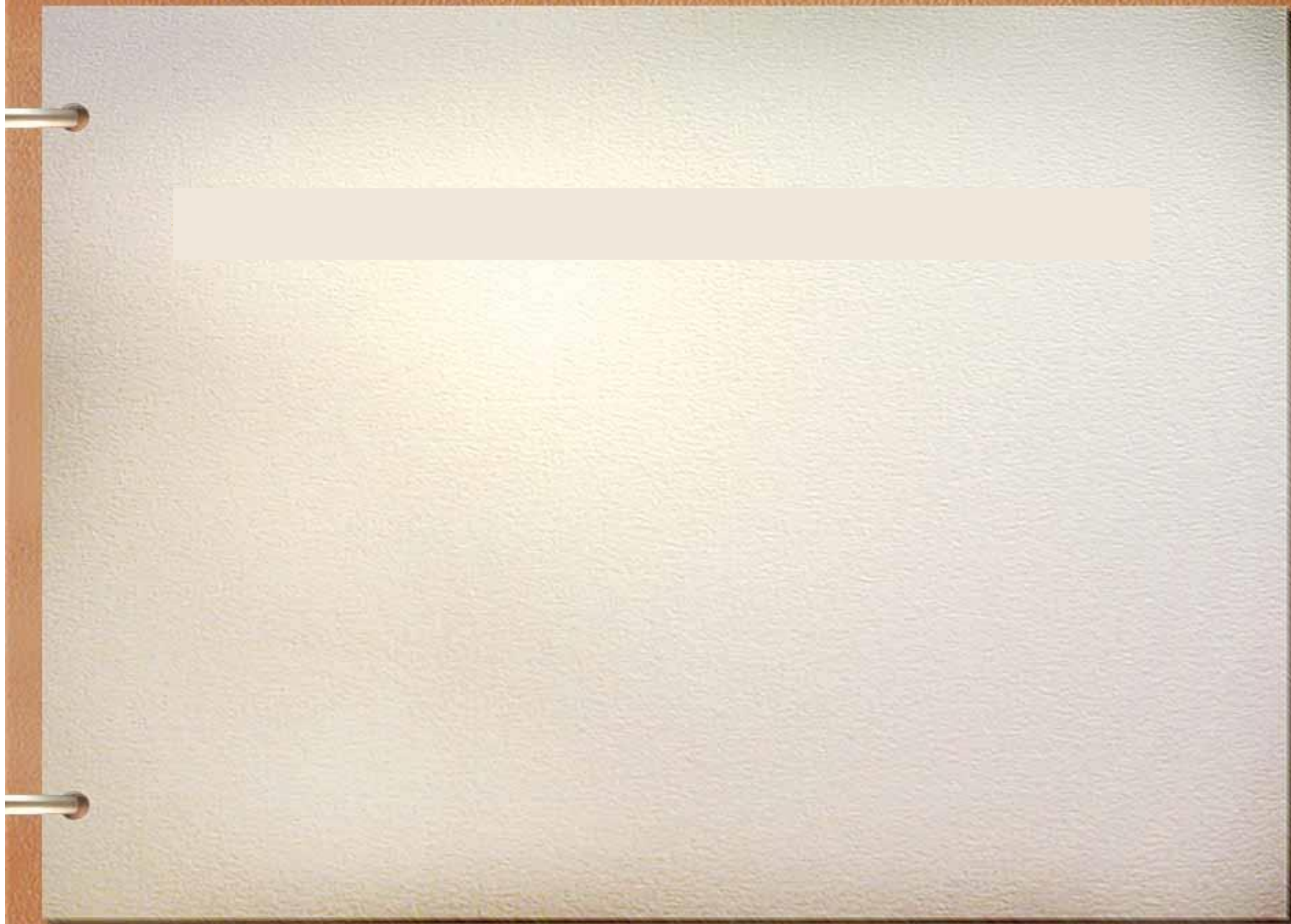
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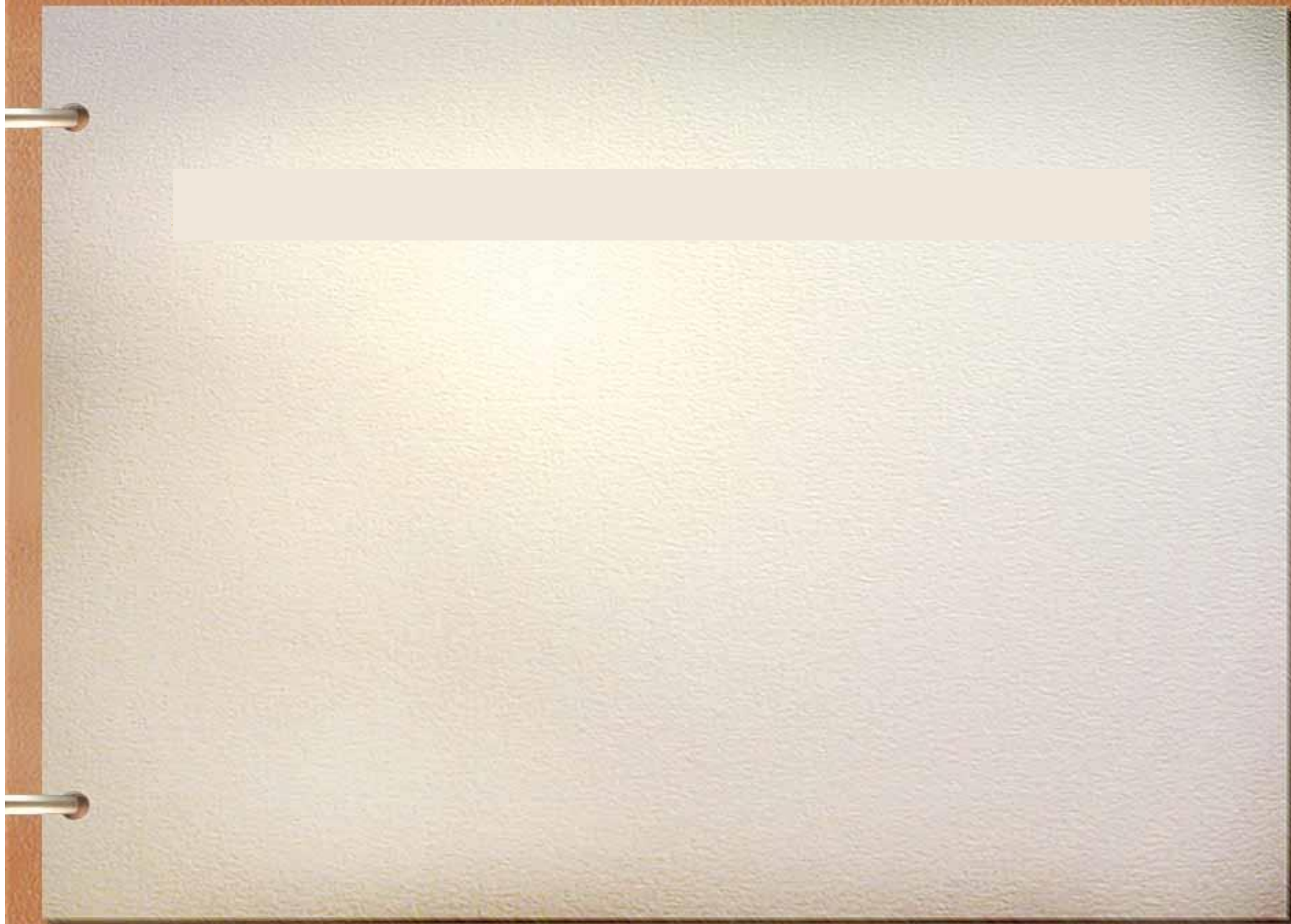
**World view**

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**Myth**

***-- Sohail Inayatullah 2000***





# **Discovering the law - 1**

- **the crane wouldn't give the crow a fish; they fought**
- **crowns are now black**
- **cranes can only croak**
- **what else?**

# **Discovering the law - 2**

- **do not impose your view**
- **share the knowledge**
- **take responsibility**
- **split the roles**
- **carry the shame**

# **Discovering the law - 3**

- **do not stay in one place**
- **do not deplete breeding stocks**
- **consider other communities**
- **punish only your own**



# **Discovering the law - 4**

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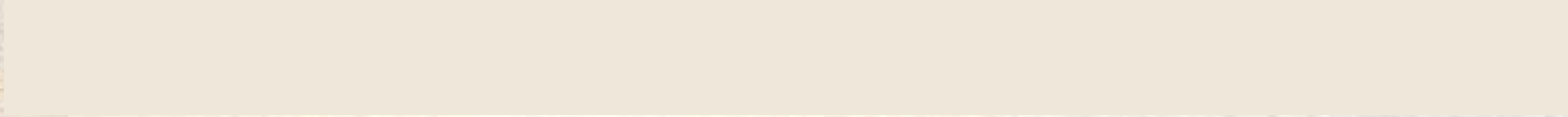
- **travel in spirit**
- **watch out for spirits in your sleep**
- **changing your appearance**
- **and ???**

# **Complexity made simple**

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***“I would not give a fig  
for the simplicity  
this side of complexity,  
but I would give my life  
for the simplicity  
on the other side of complexity”***

**-- Oliver Wendell Holmes (1841-1935)**



**We create the future through  
the stories we imagine**

A scenic view of a coastline with a large bay, a sandy beach, and green hills in the foreground. The sky is clear and blue. The text is overlaid on the top half of the image.

**We don't have to wait for  
someone else to do it.**

**Action can be taken right now.  
What can you do?**

**[www.futuresfoundation.org.au](http://www.futuresfoundation.org.au)**

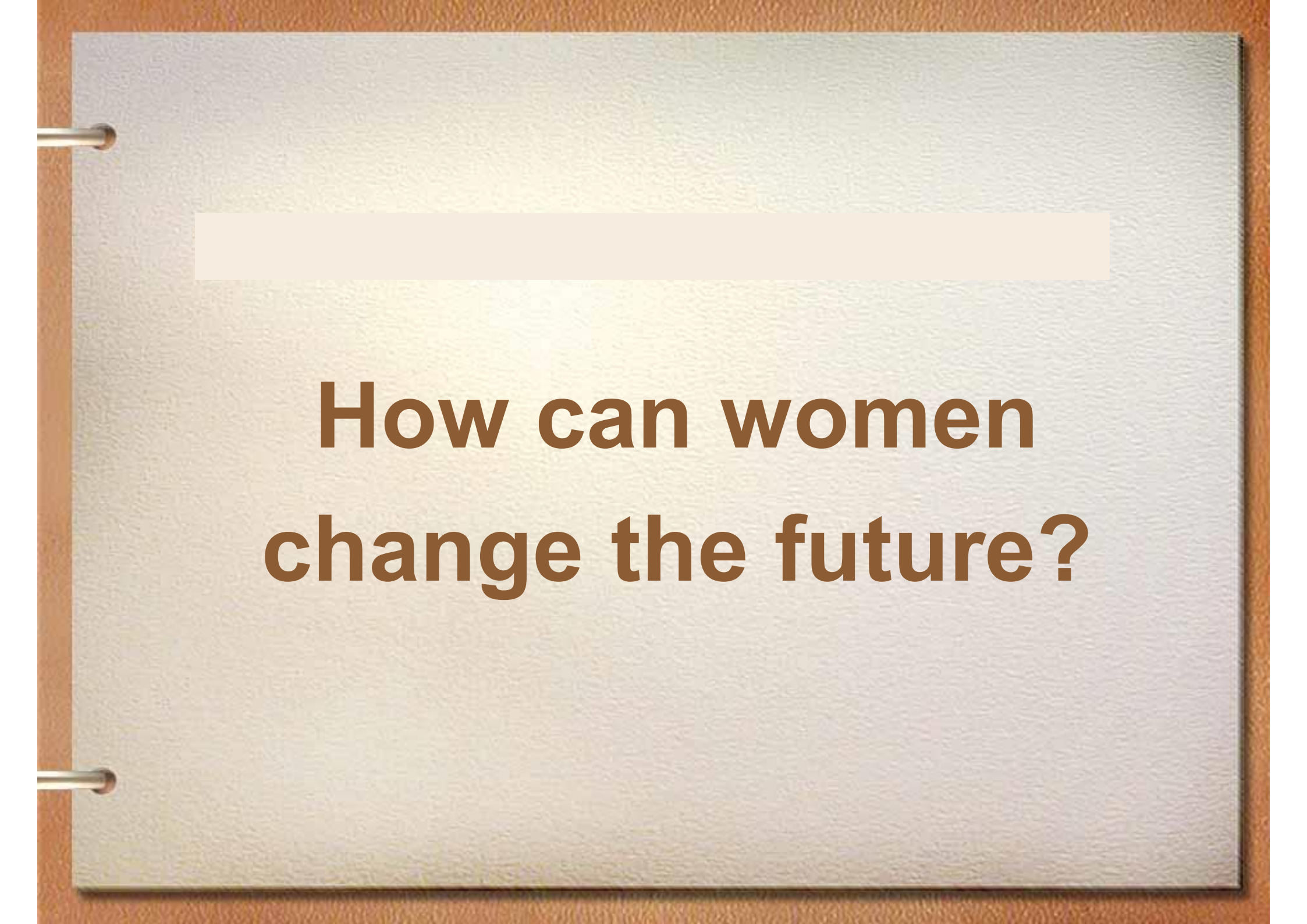
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**[www.shapingtomorrow.com](http://www.shapingtomorrow.com)**

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

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

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



**How can women  
change the future?**

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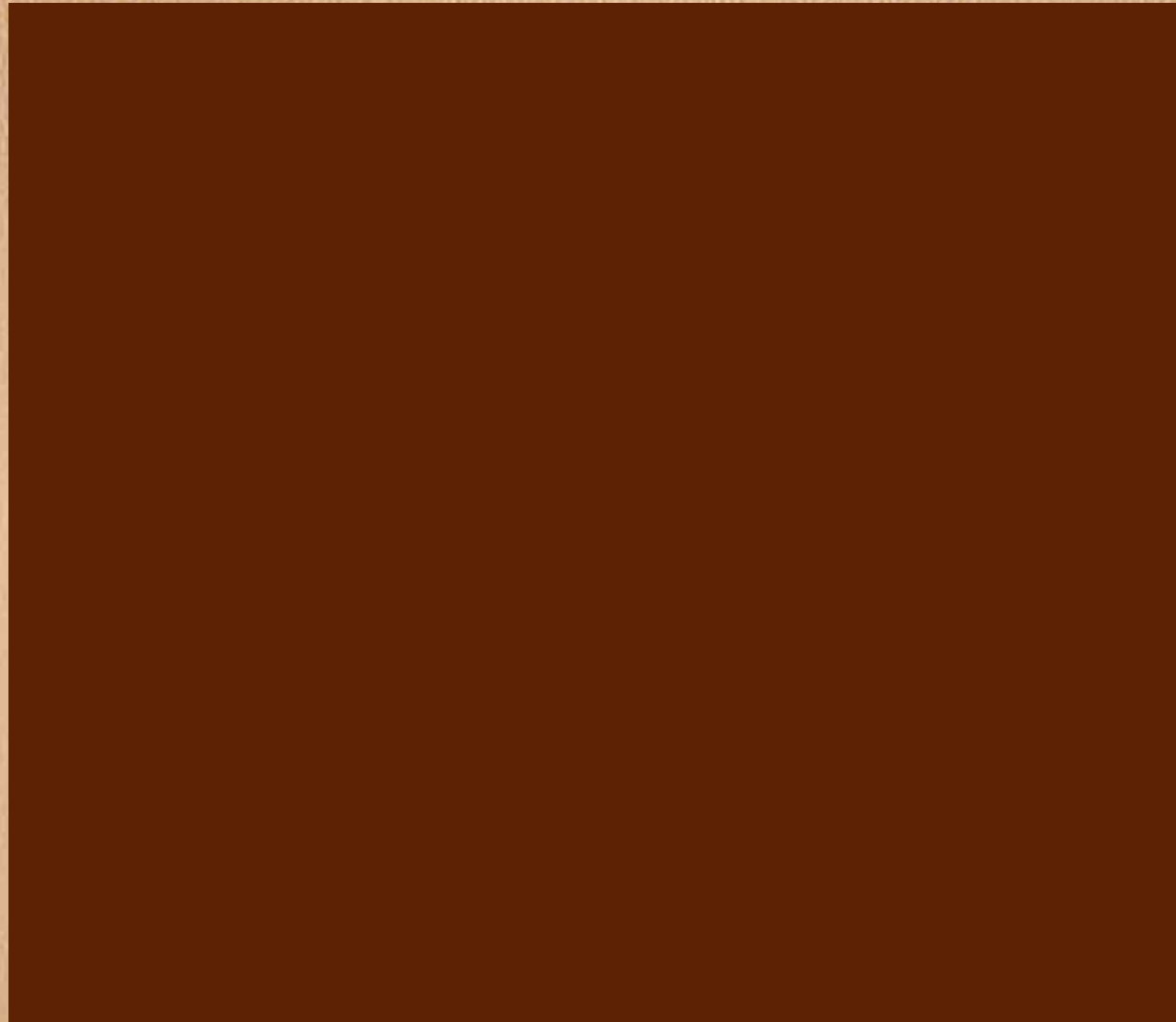
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I FIND  
IT EASIER  
TO BE  
A RESULT  
OF THE  
PAST



THAN  
A CAUSE  
OF THE  
FUTURE.

*Ashleigh Brilliant*



[www.futuresfoundation.org.au](http://www.futuresfoundation.org.au)