Surfacing the Wisdom: WOW, BOB!

- Find a partner you may not know or work with often.
- Round 1: What is your worst experience advocating for funding grassroots work?
- Round 2: What is your best experience advocating for funding grassroots work?
It's story time
Our Just Transition stance

After centuries of extracting natural, labor, and cultural resources, the profit-driven extractive economy is severely undermining the life support systems of the planet.

Transition is inevitable. *Justice is not.*

**Just Transition** is a framework for a fair and sustainable systems shift from an old extractive economy to a new regenerative economy that is fair and just.
The Center for Story-based Strategy (CSS) is a movement-building organization dedicated to harnessing the power of narrative for social change.

We offer social justice networks, alliances and organizations the analysis, training and strategic support to change the story on the issues that matter most.
What is story-based strategy?

Story-based strategy (SBS) is a participatory approach that links movement building with an analysis of narrative power and places *storytelling at the center of social change*. 
Metanarrative
(Shared narrative)

An overarching account or interpretation of events and circumstances that provides a pattern or structure for people’s beliefs and gives meaning to their experiences.
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Workshop Goals

- Explore how narrative strategy can amplify your goal of moving resources to support the “grassroots.”
- Develop a cursory understanding of key concepts in story-based strategy: elements of the story, underlying assumptions.
- Practice imagination, connect, and have fun!
<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Narrative Arc of the Session</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHAPTER</strong></td>
<td><strong>Grounding &amp; Our Connection to Story</strong></td>
<td><strong>Political Imagination: Thinking Inside &amp; Outside the Boxes</strong></td>
<td><strong>Imagination in Practice: Make the Road by Walking</strong></td>
<td><strong>Post-NFG: TBD Yours to Write</strong></td>
</tr>
<tr>
<td></td>
<td>(4th Box)</td>
<td>(Rapid Prototyping)</td>
<td></td>
<td></td>
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</table>
Today’s SBS Toolbox
Humans are the narrative animal

The currency of narrative is *meaning*, not truth.
Narrative Power Analysis: 4th BOX
Equality vs Equity
Equality vs Equity
Don’t just tell a different story, *CHANGE THE STORY!*
*By challenging the *Underlying Assumption(s)*

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**EQUALITY**

**EQUITY**

**LIBERATION**
And go even further and imagine what comes after...

#ImaginationBuildsPower
CODE.ORG “PIÑATA” – BOX 1 & 2

- INSERT VIDEO
PIÑATA – BOX 3

- INSERT VIDEO
PIÑATA – BOX 4
POST - 45: MORE BOXES!

Box #0                        Box #1                         Box #2                       Box #3                       Box #4

EQUALITY EQUITY LIBERATION
WORKSHEET TIME:
What is the story of funding the grassroots?
Narrative Power Analysis: 4th Box

Popcorn!
“Imagination is intervention, an act of defiance. It alters belief.”

– David Mura
Imagine how you are going to get **from** the box/story that you do have **NOW** **to** the story you want to have in the FUTURE.
Rapid Prototyping
Rapid Prototyping

STEP 1 – WHO ARE YOU TRYING TO MOVE?
- Think of a specific person or group of people you are trying to move to fund the grassroots.

STEP 2 – LOCATE THE BOXES
- Which box are they in today?
- Which box could they move to?

STEP 3 – WHAT’S THE CONCREATE ASK / REQUEST?
- Identify one concrete action you are asking them to take.

STEP 4 – WHAT GATE / FENCE YOU ARE TRYING TO OPEN / KNOCK DOWN?
- Identify one assumption you want to start to challenge.
Rapid Protoyping

#1
SHARED VALUE & VISION

#2
BARRIER TO SHARED VALUE & VISION

#3
PROPOSED SOLUTION TO BARRIER

#4
INVITATION TO ACTION
Looking Back on the Session

<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>CHAPTER</th>
<th>CHAPTER</th>
<th>CHAPTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
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Brief Evaluations: INSERT BIT.LY
In order to achieve deep institutional change, we must shift meaning in the dominant **CULTURE**.

Culture is made of **STORIES** & memes.

Stories are founded on **ASSUMPTIONS**.

Intervention in stories can shift assumptions — and contest dominant culture — to help achieve fundamental change.
THANK YOU