

FINDING THE STORY

A WORKSHOP



A workshop for individuals and organizations seeking to find a more compelling narrative to be a positive force for change. Learn how to use story to help communicate the deepest values in your work, reach across boundaries to hear and engage others, and cultivate a moral voice.

■ THE NEED

For too long, our movements for change — especially the environmental movement — have hidden behind data, information, action plans and budgets to convey their purpose and progress to the world. But information is not transformation, and what is most needed today are the tools that bring about new ways of seeing, thinking and acting. Story — identifying and making heard our deepest-felt longings and beliefs — can help us to cross the boundaries between one another, and therefore can help our movements for change reach out more authentically to serve and connect more people. The practice of story, both finding our own and truly hearing the stories of others, holds the possibility of transformation on many levels.

“No movement will succeed if it cannot paint a picture of a world people want to go to.”

DR. MARTIN LUTHER KING, JR.

What is the new story for our country that follows the affirmation of “Yes we can”? What ideas and dreams claim us and ask for our dedication today? What are the stories we need to guide us? What are the stories we could tell that would help our neighbors believe in the possibility of wholeness?

■ WHAT WE OFFER

While the old story of environmentalism has been critiqued extensively, little time has been spent drawing out the new story. In this two-and-a-half-day workshop, we’ll explore what that new story might look and sound like for an environmental movement that stands to break old stereotypes and serve much more broadly in this country. We’ll start with our personal stories, the values and ideas captivate us, and how they can best be presented. We’ll talk about how personal stories and beliefs can be woven into a leadership practice that has the power to move and unite people. We’ll learn from one another how to speak about today’s conditions honestly without offering nightmare scenarios, and how to offer our dreams without being dreamy. We’ll look at how we can best support one another to find our voice, to use shared language, and to express stories that will better move our nation toward a healthy future.

WHAT YOU CAN EXPECT TO LEARN IN THIS WORKSHOP

- How to articulate the things you care about so that they become more important to others
- How to hear others’ stories and come to a deeper understanding of those very different than yourself



- **How to employ the very best story practices — used by filmmakers, artists, writers — to begin a firm articulation of what the new story might look and taste like**
- **How to define and articulate the solution and the vision, not the problem and the consequences**
- **How to use story to earn broader bases of support in your work**
- **How your organization or community can harness story to become a greater agent of change**

LOGISTICS AND COSTS

FOR INDIVIDUALS:

Whole Communities' workshops for leaders are offered at Knoll Farm in central Vermont and at other locations around the country throughout the year. For a full calendar of workshops, please visit our website at www.wholecommunities.org.

On our website you will also find our sliding scale of fees; through the generous support of our funders we are able to substantially underwrite the cost of many of our programs.

FOR ORGANIZATIONS:

Center for Whole Communities leads workshops for organizations seeking greater effectiveness or looking for new tools to help them catalyze broader change. We bring our faculty and curriculum to you and tailor our workshop to your specific concerns and goals. To talk further about how we can serve your organization through one of our programs, please contact:

Helen Whybrow, Educational Programs

Helen@wholecommunities.org

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ABOUT CENTER FOR WHOLE COMMUNITIES

Center for Whole Communities supports leaders who are building healthier, more just communities through stronger relationships between people, and between people and the land. Our objective is to strengthen movements for change by connecting diverse leaders from multiple disciplines, helping them to explore differences, to imagine our country whole again, and to move beyond sustainability to *relationship*.

For more information about our programs, our faculty, and our alumni, find us online at www.wholecommunities.org.



ALUMNI

Alumni of our programs include over 750 leaders from hundreds of organizations in 48 states, Canada and Mexico. Organizations we have served through our workshops include:

Barr Foundation

Big Sur Land Trust

Bay Area Open Space Council

Chesapeake Bay Foundation

Funders' Network for Smart Growth & Livable Communities

Geraldine R. Dodge Foundation

Kulshan Community Land Trust

Land Trust Alliance

Larimer County Parks and Open Space

Maine Coast Heritage Trust

Massachusetts Audubon

Natural Lands Trust

New Jersey Audubon

New Jersey Conservation Foundation

Pennsylvania Land Trust Association

Sonoma County Open Space

University of Michigan • Flint

Wood River Land Trust

WHAT WORKSHOP PARTICIPANTS HAVE SAID ABOUT THEIR EXPERIENCE ...

[This workshop] captured the hearts and minds of the staff, challenging their established ways of thinking stirring (and reviving) the root of their commitment to positive change, advancing new thought and new dialogue on story and values and partnering...

Numerous members of [our] staff told me that this was the best retreat they had ever experienced.

Roy Hoagland • **CHESAPEAKE BAY FOUNDATION**

EXCELLENT! ...This [workshop] is relevant to functioning as a better human and in all aspects of communicating with others, both work-related and personal.

2008 Participant

I have used the "storytelling" mantra in several year-end fundraising calls and have witnessed donors opening up to us in a most meaningful way. The empowerment your course has given us has already produced wonderful results. Our donors already believe in what we do ... they are just waiting for us to convey our work to them in a new language — the language of people, community and land ... all being connected."

Lana Weeks • **BIG SUR LAND TRUST**