



# Create Your Story

# Narrative & Leadership

Presented by Sita Brand, Settle Stories



# The Deficit Narrative

"We are small. We are rural."

"Funding is really difficult at the moment. Our core funding is less than £100,000. We are stretched."

"Reach is always a challenge."

"We are overlooked. We are way over the other side and we get forgotten about."

"We would love to grow but right now we just want to protect what we have."

Every word is a choice.



# Truth and Story



# Truth and Story





When someone hears a story, their brain mirrors the brain of the person living it.

**Uri Hasson, Princeton Neuroscience Institute**



# Your Story

1. The Moment

2. The Tension

3. The Consequence



# Share your Story





Any questions?

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