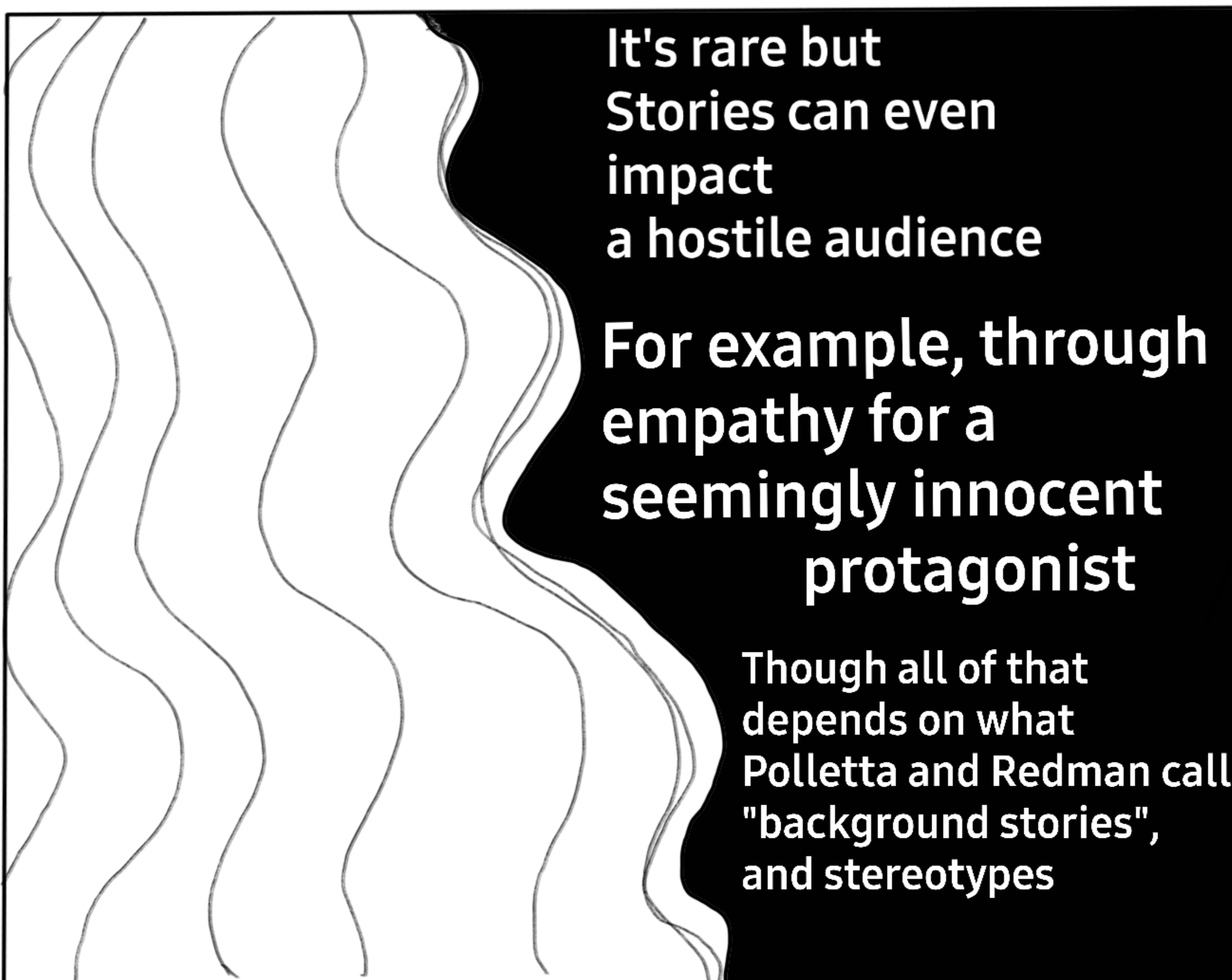
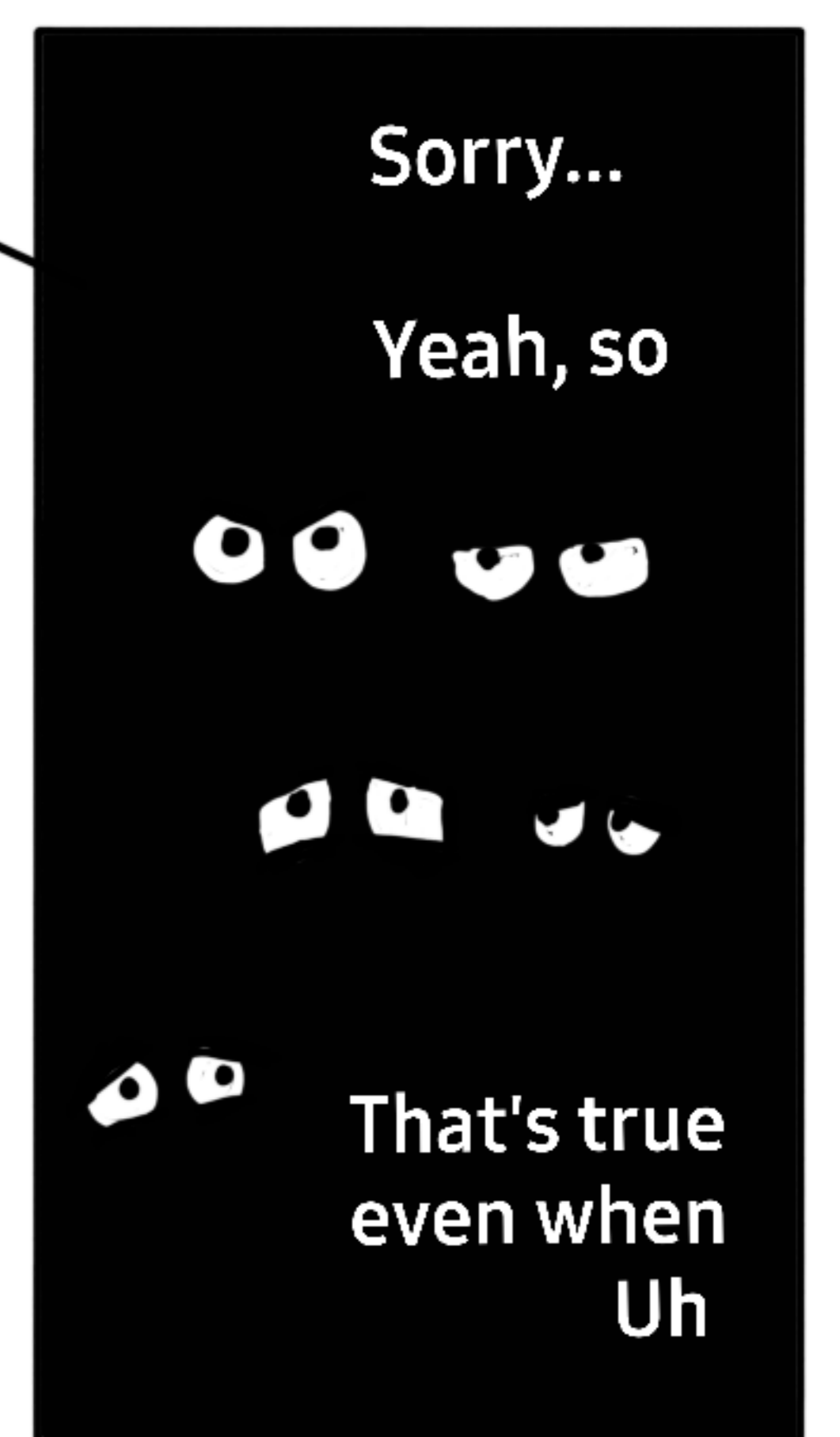


IS YOUR STORY COMPLEX ENOUGH TO CHANGE THE WORLD IN A SUSTAINABLE WAY?

by [redacted] for "Story Roots for Sustainable Futures"



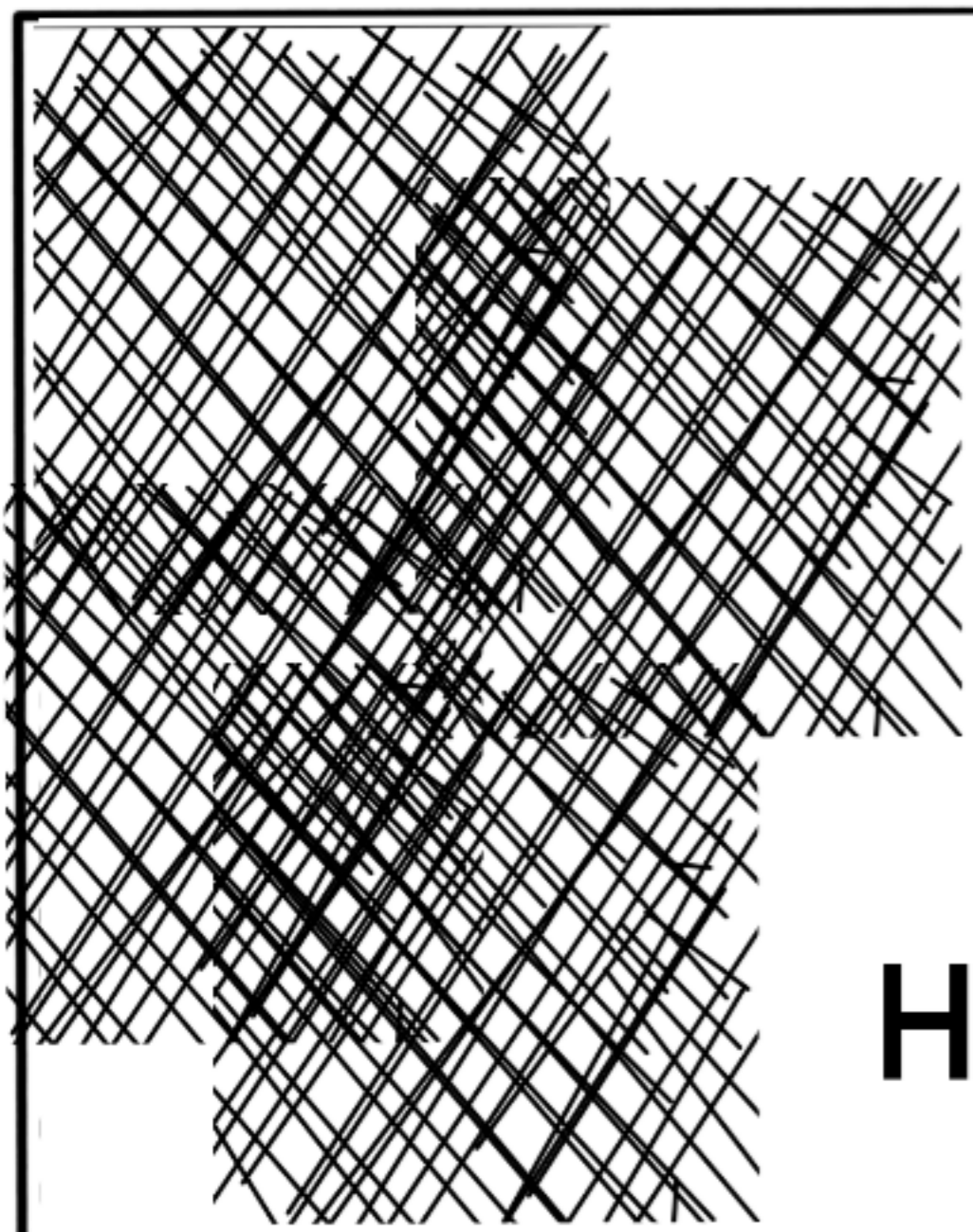
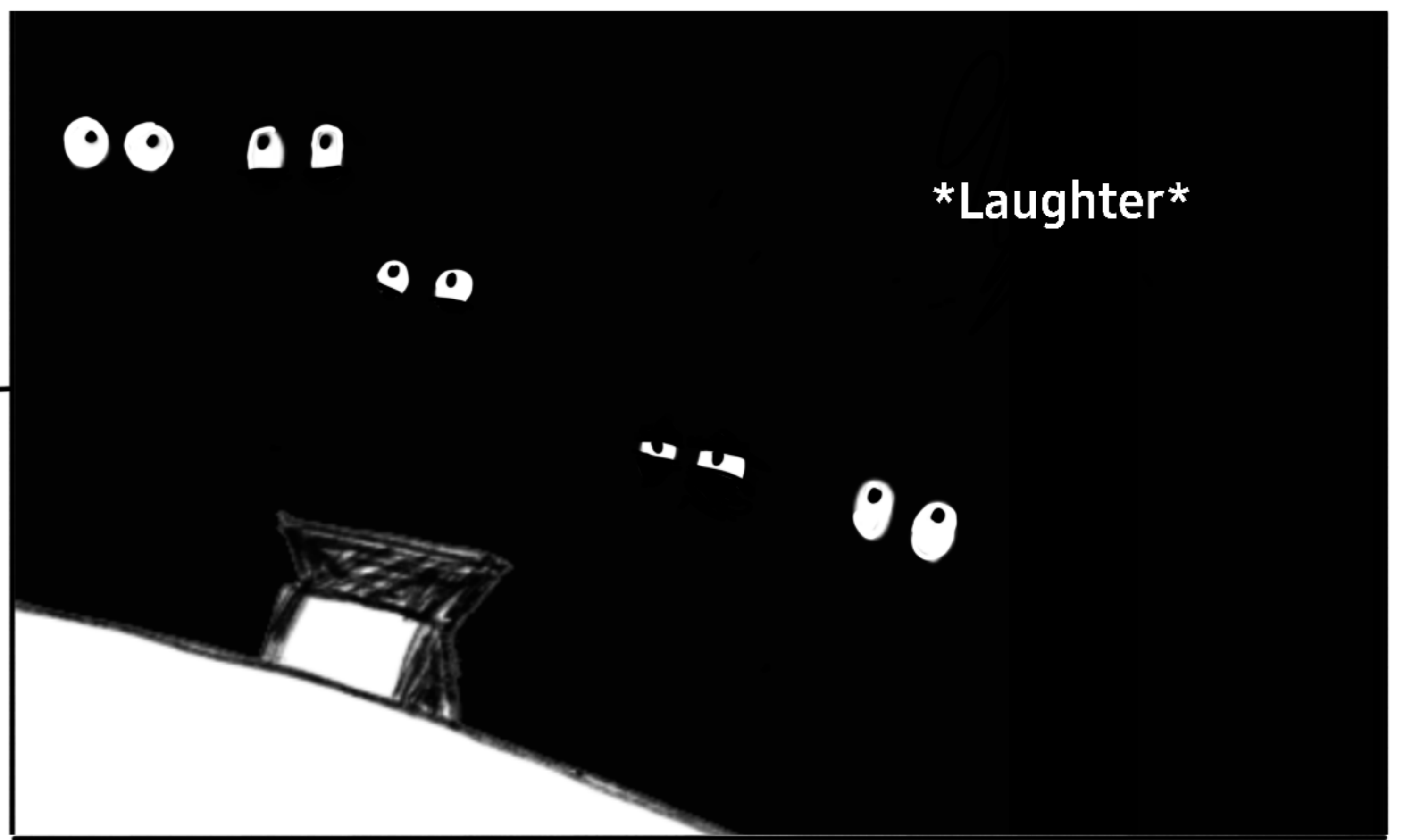
In brief, the stories we carry with us impact how we perceive new ones.

This makes it hard for storytellers to persuade an audience, even though stories are powerful for illustrating a point...

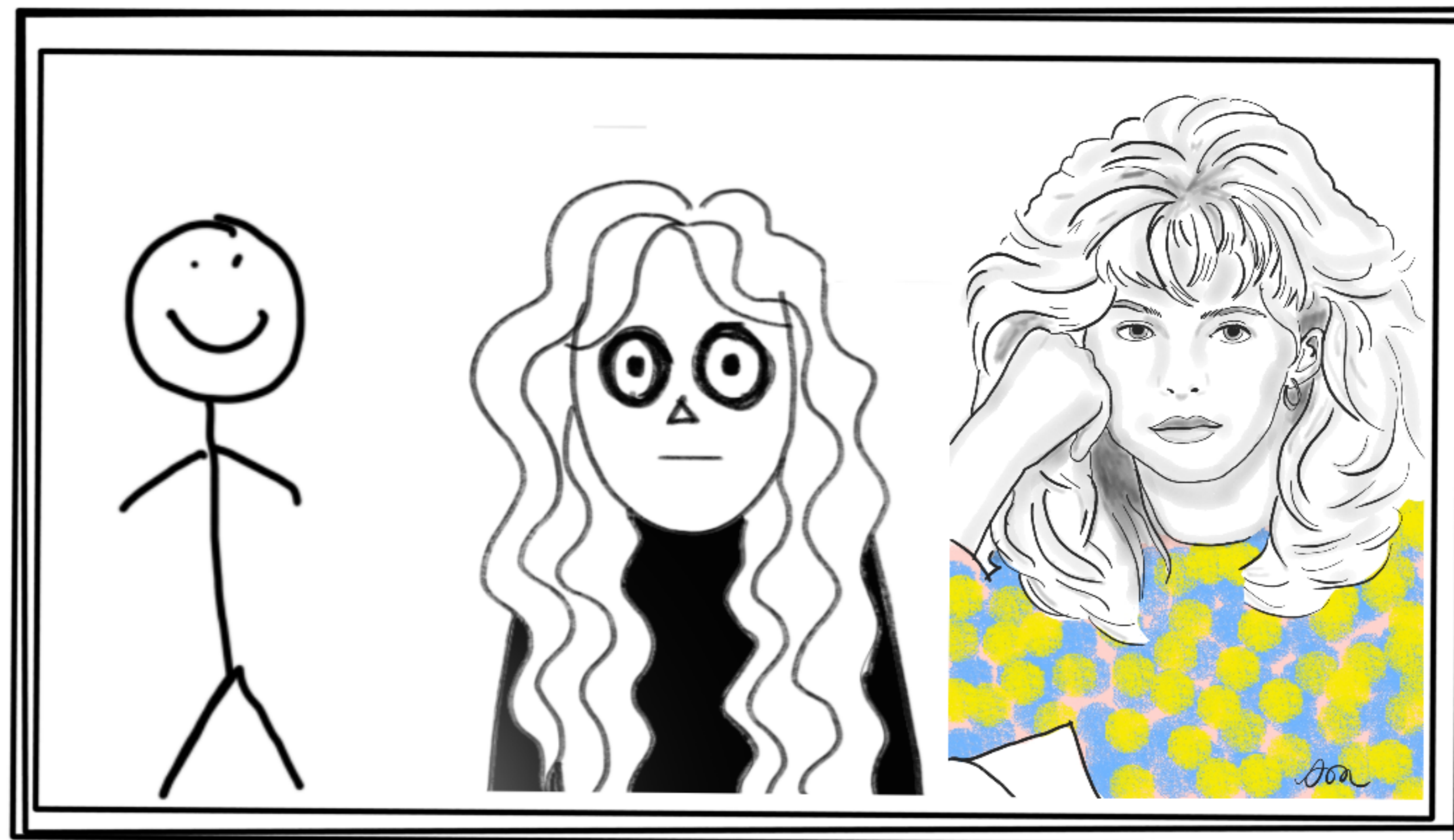
For example, what some might find an adorably nervous speaker...



others might see as an annoying, unprofessional youngster.



Have a look.

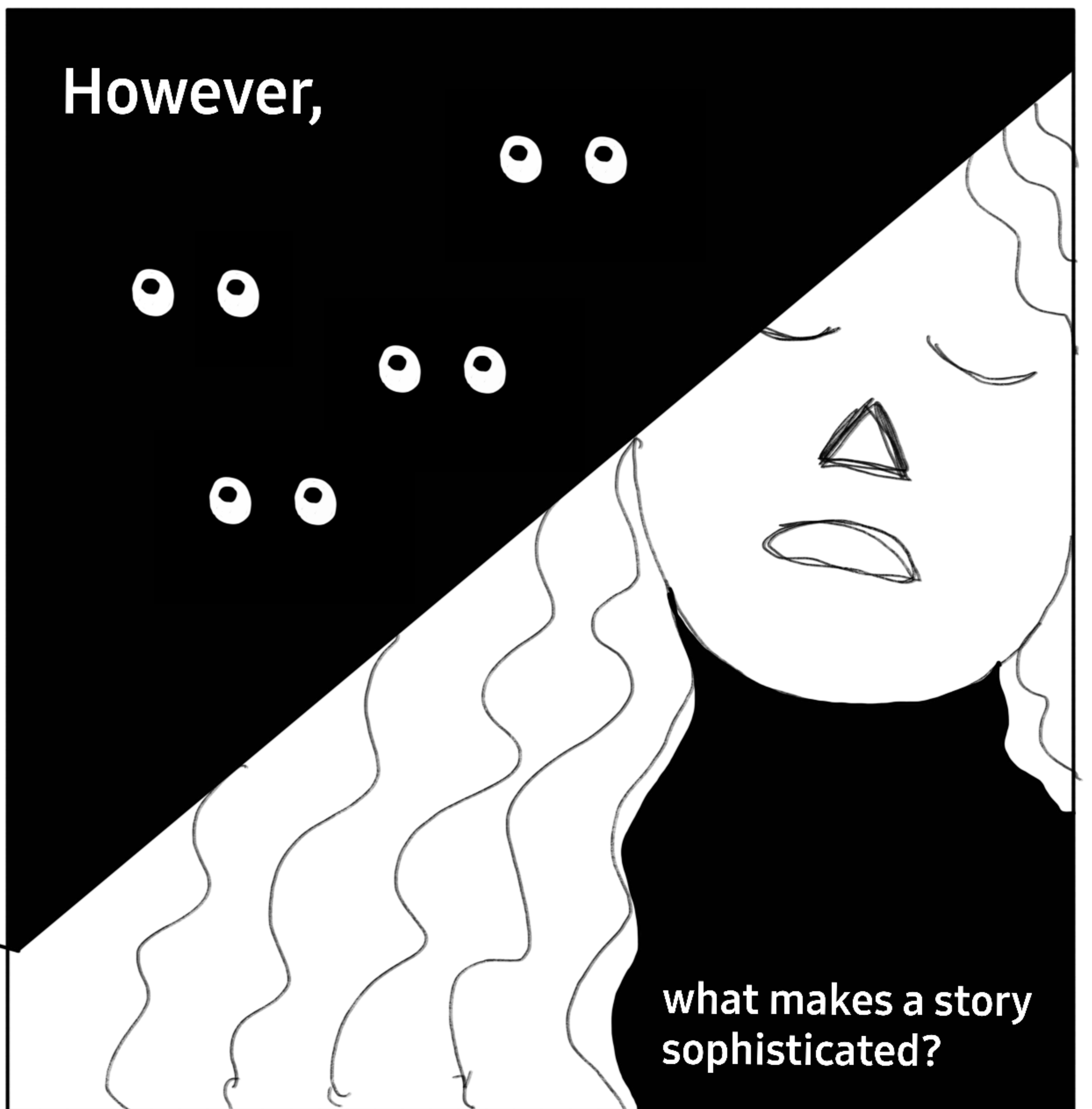
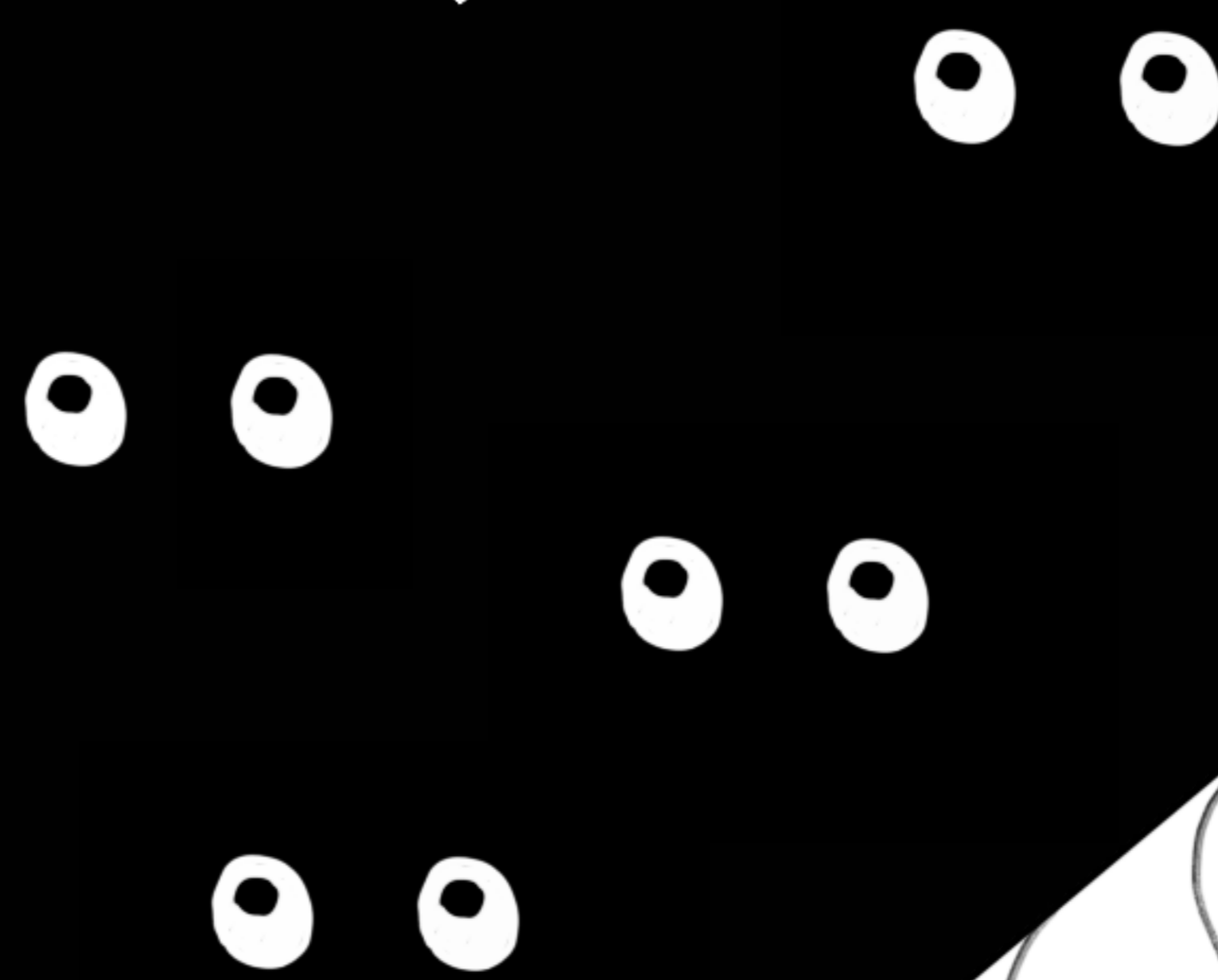


In their concluding remarks, Polletta and Redman propose several solutions to storytelling persuasion in the context of background stories.

The authors say: "To overcome obstacles like these probably requires stories that are sophisticated, not simple."

In other words, the rightmost picture represents a potentially more significant story regarding making a change through audience persuasion.

However,



what makes a story sophisticated?

How to tell a sophisticated story

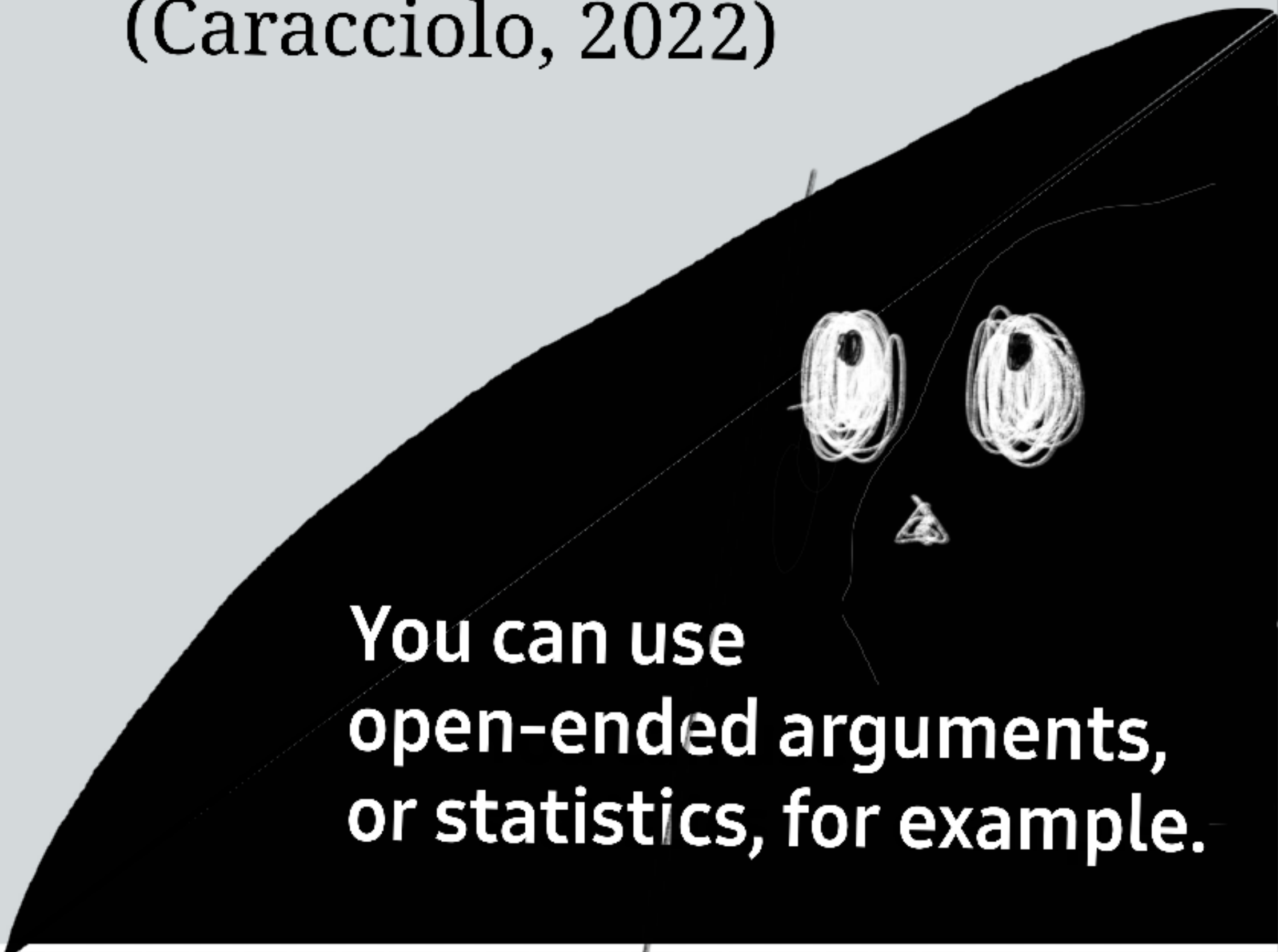
by Saga



1. A sophisticated story is complex

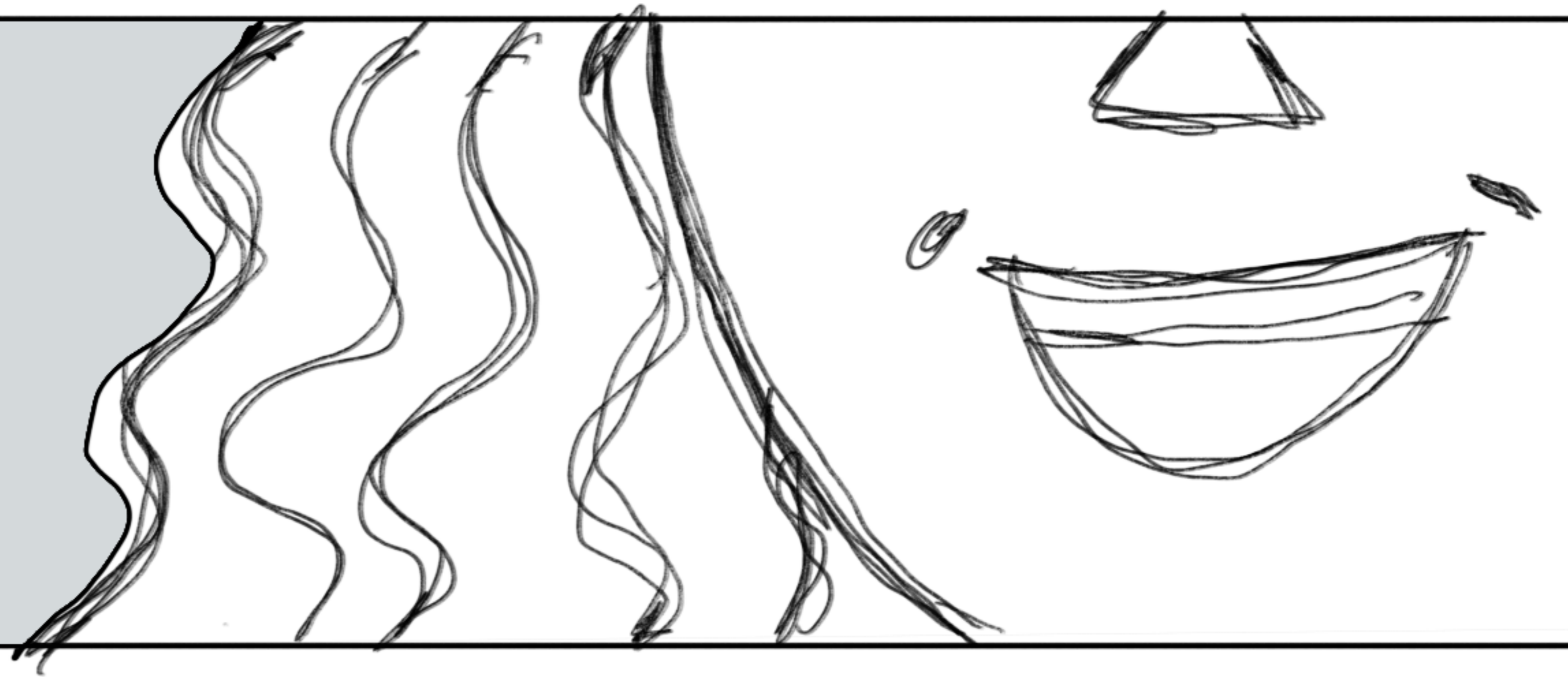
Assume that your audience can grasp complex concepts.

(Caracciolo, 2022)



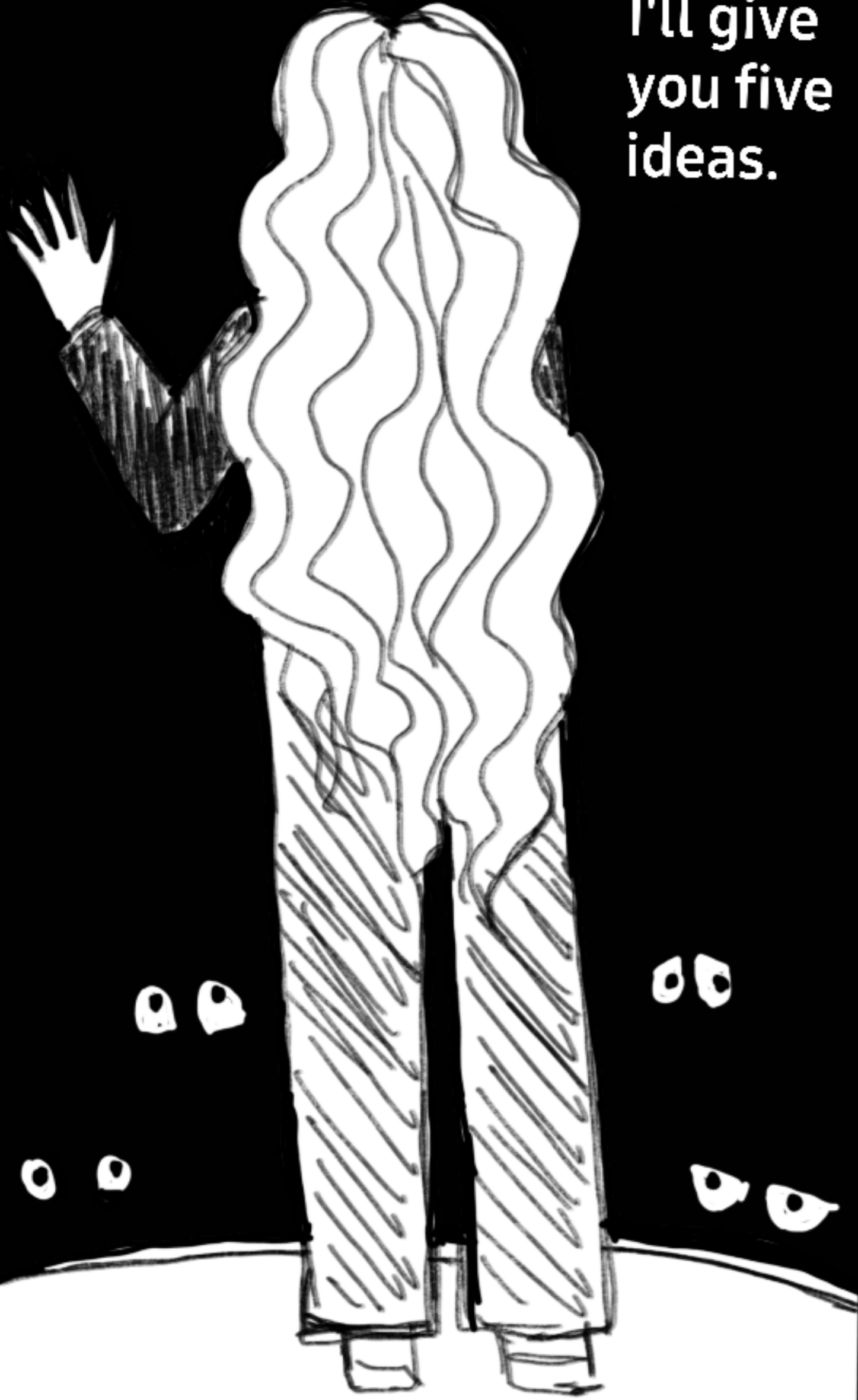
You can use
open-ended arguments,
or statistics, for example.

And that's the only rule really.
The golden rule!



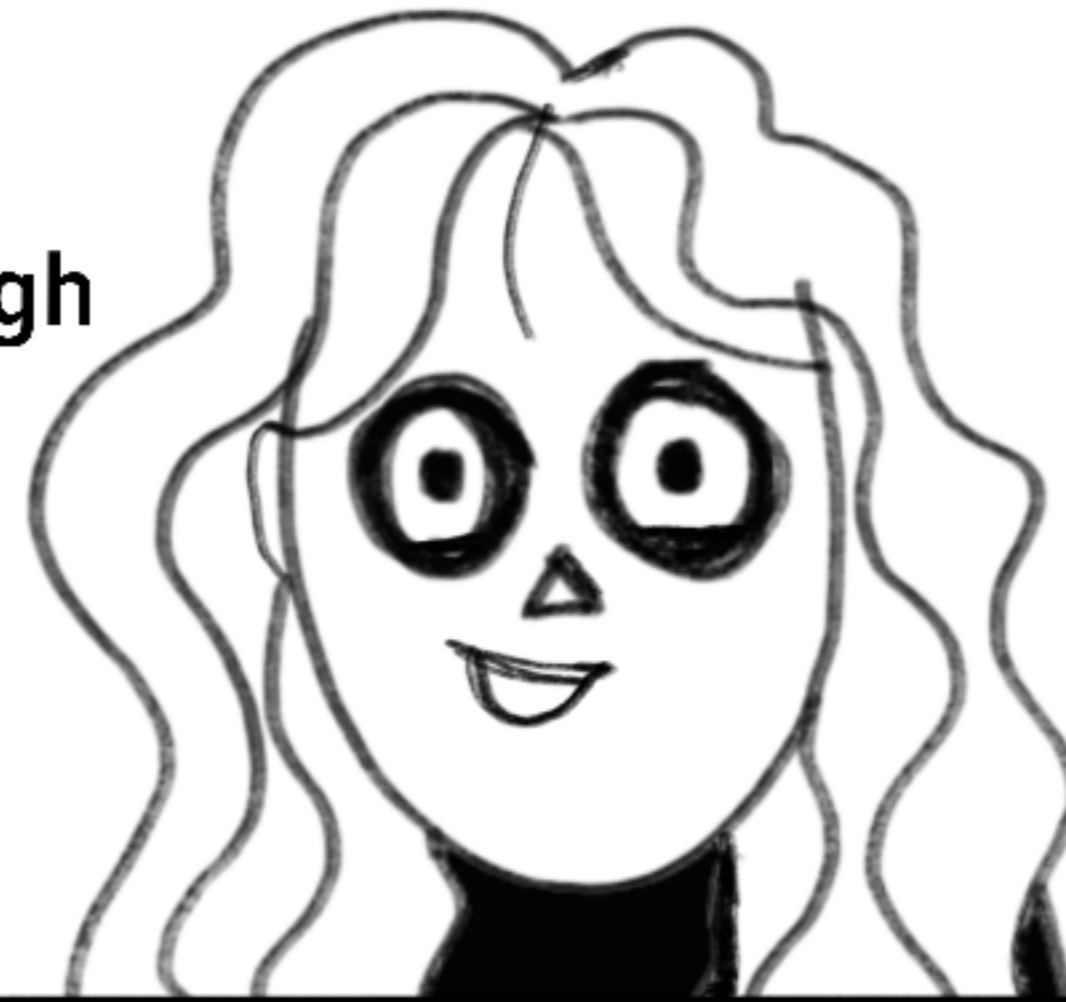
The rest of my suggestions follow that rule.

I'll give you five ideas.



These are my own thoughts on the topic of sustainable futures through complex storytelling.

My ideas are, of course, inspired by readings I've done on the subject.



Remember the golden rule: Assume that your audience grasps complexity!

One

Ensure that your story has layers: Many time-lines, people, places, and so on, within one story.

Two

Be confident in your story: Resist the urge to explain every detail.

Three

Dare to include hard information, such as numbers or trends.

Four

Use abstract language, such as symbolism, to emphasise your point without spelling it out.

Be open about which background stories you oppose, even if they are dominant.

Five

This has been my thesis.

To create structural change we need more complexity in stories, making them sophisticated and, thus, persuasive.

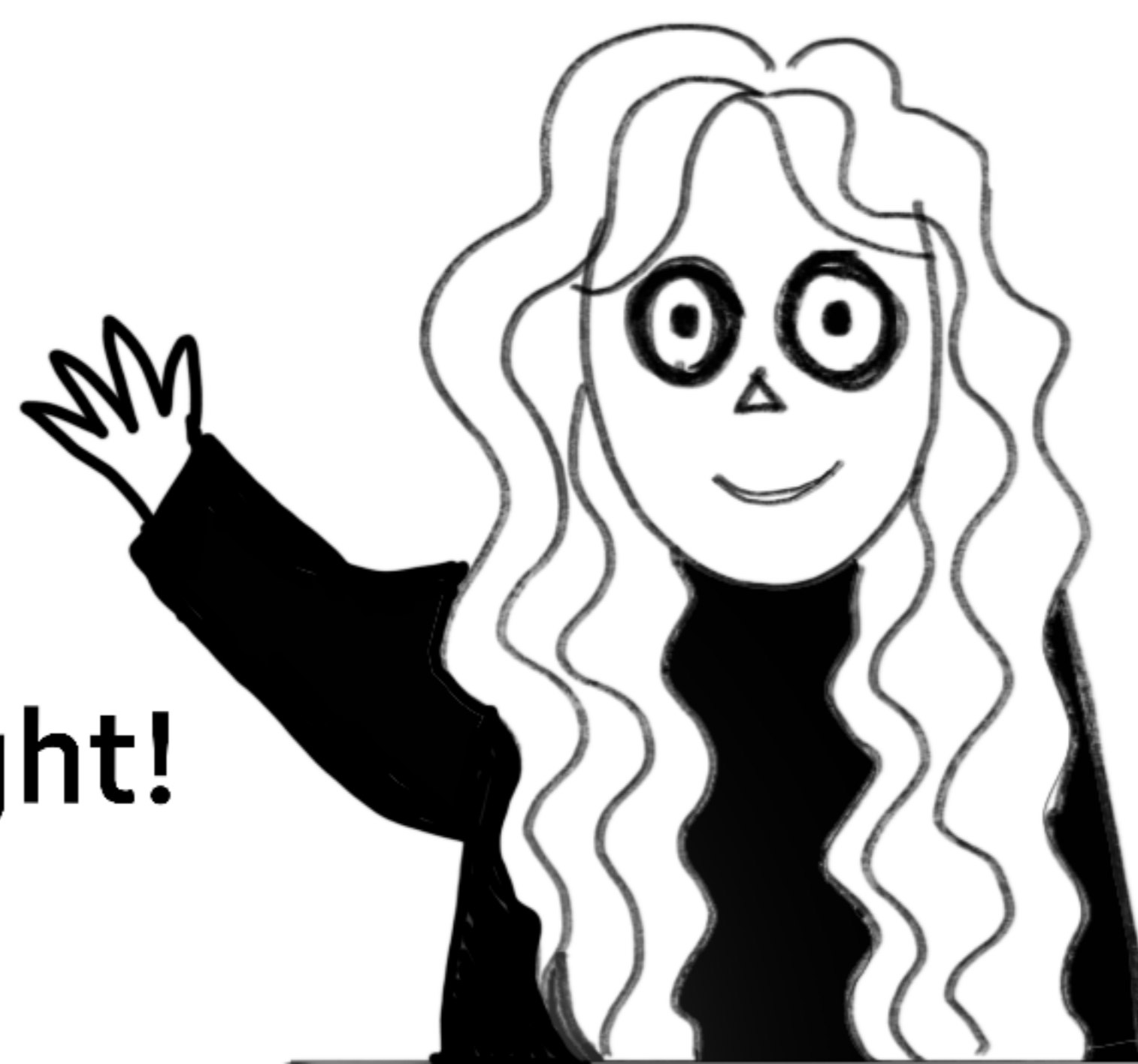


Complex storytelling can overcome background stories and lead to structural change.



Following my five instructions, you can potentially change the world.

I have been Saga, thank you and goodnight!



GIVE A BIIIIIIIIIG APPLAUSE TO SAGA, OUR HOST TONIGHT! NEXT...