

# CHANGE THE STORY, CHANGE THE WORLD

*Why storytelling remains the single most powerful communication tool you possess, and specific ways you can use stories to advance your mission.*



**FREE PUBLIC LECTURE**

**THURSDAY  
NOVEMBER 17, 2016  
5 - 6:30 PM**

**MBL LILLIE AUDITORIUM  
7 MBL ST. WOODS HOLE, MA**

**EVENT INFORMATION:**  
[www.science-policy-exchange.org/changethestory](http://www.science-policy-exchange.org/changethestory)

**Andy Goodman** has been teaching the craft of storytelling to colleges and universities, nonprofits and foundations, government agencies and corporations for more than fifteen years.

Since we first began talking to each other, telling stories has been a powerful way to capture attention, engage an audience, and motivate them to act.

As we learn more about how our minds work, we're also discovering that stories are intrinsic to decision-making, shape our view of the world, and influence our actions every day.



Marine  
Biological  
Laboratory



SCIENCE POLICY  
**EXCHANGE**

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