

Abstract #: 366

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**Abstract Title: What EE Organizations Can Learn from David and Goliath, Finding Nemo and the Trojan Horse: The Art and Science of Storytelling**

Abstract Text:

Most Energy Efficiency (EE) departments struggle with effectively promoting their work as a vital resource to the utility organization. This communications-based struggle often results in a lack of cultural understanding of EE's impact as a benefit to the business and its customers. That's where storytelling can play a part in changing the attitudes and beliefs around EE's role within the utility organization. Humans have been communicating through stories for thousands of years. Approaching internal and external communications using structures that can be traced back to Aesop rather than the usual "business communication" techniques can create compelling narratives around EE's impact. Tapping into the fields of neuroscience and anthropology, and utilizing centuries-old, proven techniques for building a story, EE departments can create an avenue to introduce change to the utility organization in a subtle and strategic way. This session will explore the power of stories to change culture, lead participants through an interactive storytelling exercise and highlight how to create a strategic communications plan that leverages the strength of stories to change organizational culture. We will provide real world examples from our work with a major utility to give session participants practical applications for using storytelling to influence culture change.