**A COMPELLING FUTURE STORY**

There are two fundamental and foundational energies that drive deep transformational change:

1. *Knowing and Articulating your WHY*: Your core values, beliefs, identity and purpose. These are the things that are the most life giving, energizing and passion evoking for the individual or organization.
2. *Telling a Compelling Future Story*: a vivid and powerful story of the impact you will experience within yourself and the world around you when you fully embody your WHY and achieve your goals.

In Systems Theory it is said that 70-90% of individuals and organizations can not make and sustain deep transformational change.

In psychological theory it is observed that fear is 5 times more powerful as a driver of human behavior than hope. Fear of loss is a primary driver of the resistance to change.

And, as an unknown author said, “No problem can be solved out of the same level of consciousness that created it.”

The Compelling Future Story is crafted to create a draw into the future that is so exciting, and positive and compelling that the individual or organization is willing to…wants to…can’t wait to move outside its comfort zone, beyond its fears, and outside of its level of consciousness to find itself living in that future.

THE KEY QUALITIES OF A COMPELLING FUTURE STORY:

* It uses powerful positive language and images. Something to move towards not away from.
* It is deeply meaningful; fulfilling the WHY of the individual or organization.
* It is specific; describing what is tangible and observable
* It uses rich and vivid sensory and experiential language of sights, sounds, kinesthetic, etc
* It is realistically achievable by the individual or organization while also being outside their comfort zone.
* It includes action, not just a static image.
* It is time bound…not leaving it into an indeterminate future
* It delights God

*“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine as children do. It's not just in some of us; it is in everyone. And as we let our own lights shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”* ~MARIANNE WILLIAMSON author, lecturer