

# DO THE STORIES WE TELL SERVE US ANYMORE?

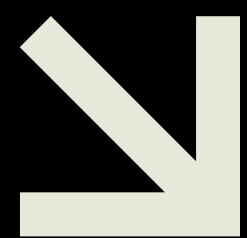
Exploring leadership &  
change

Deepak Parmar





Age 5  
**THIS IS  
ME**





A close-up shot of a campfire with several logs burning brightly. In the background, a person is visible, slightly out of focus, suggesting a social gathering or a community setting. The overall atmosphere is warm and communal.

# STORIES HAVE SHAPED CULTURES

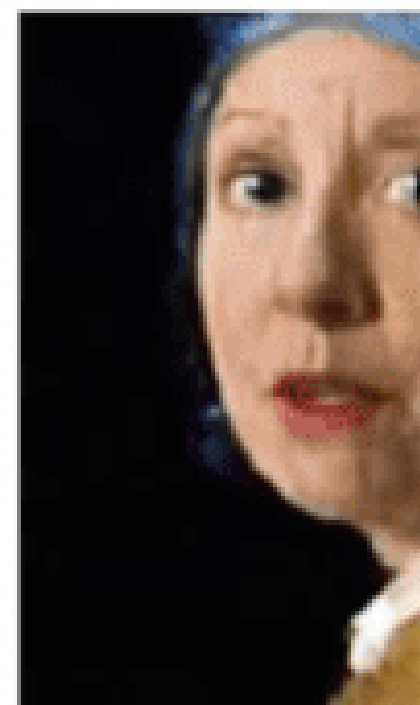
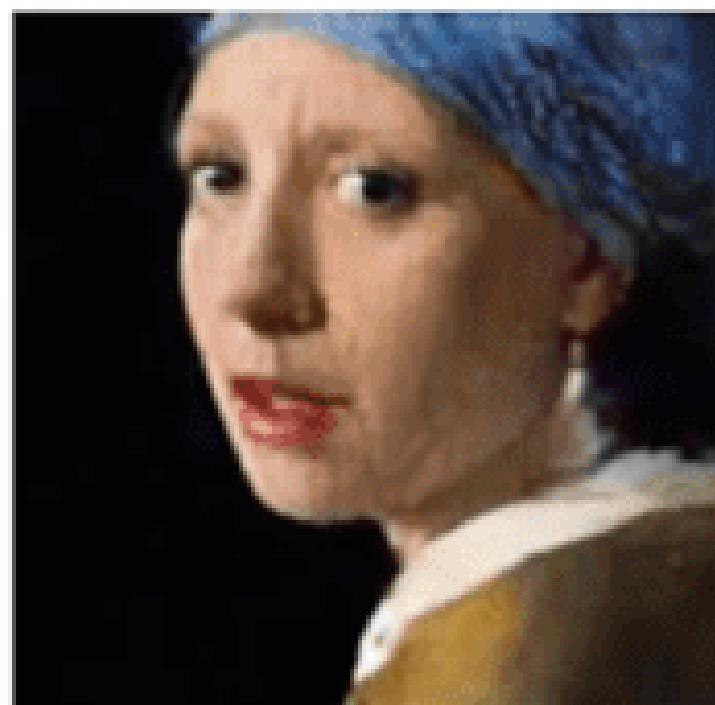
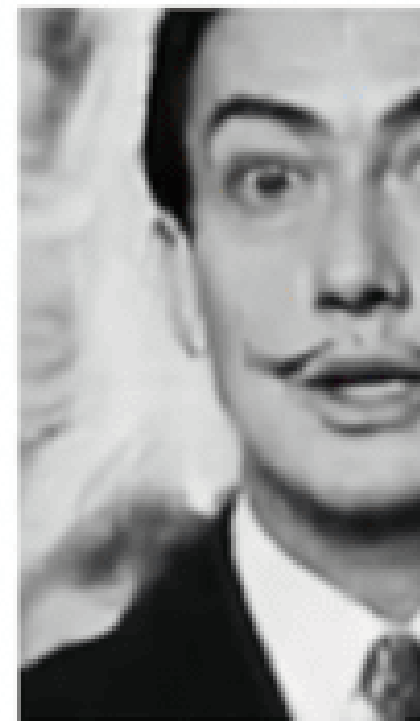
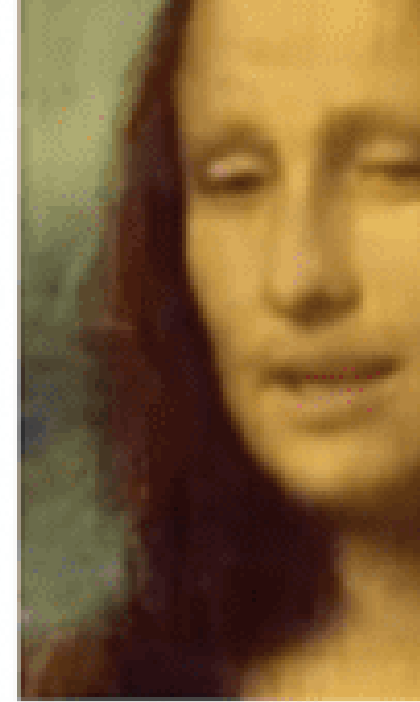
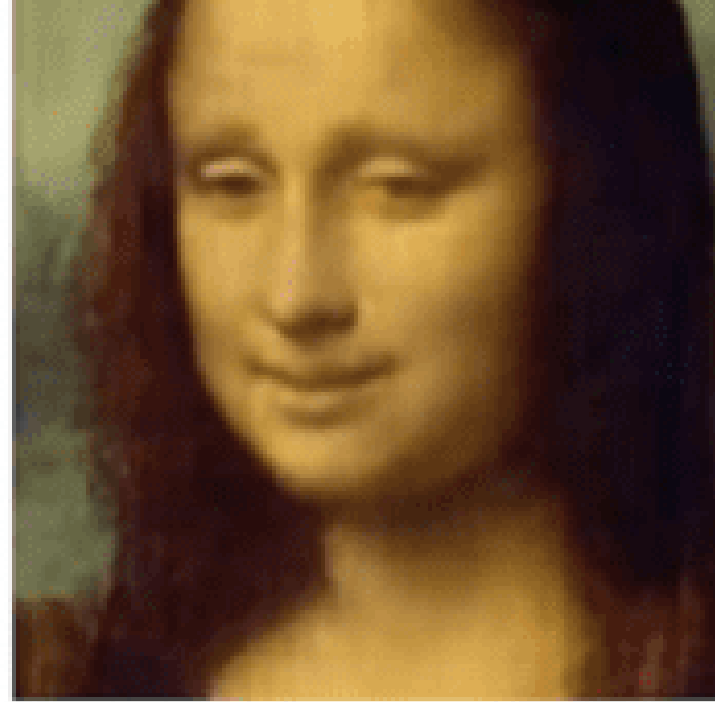
*Helping society progress*



# STILL VALUABLE TODAY







# The importance of **NARRATIVES**

- ▶▶ **NARRATIVES SHAPE BELIEFS**
- ▶▶ **BELIEFS SHAPE CHOICES & ACTIONS**
- ▶▶ **CHOICES & ACTIONS FORM REALITY**





How we vote



Where we shop



Our views

# SHAPING SOCIETY





U.N. climate chief says two years to save the planet



The 6th Mass Extinction Is Further Along Than We Thought



Social media damages teenagers' mental health, report says



New study reveals the typical family only spends just six hours together each week



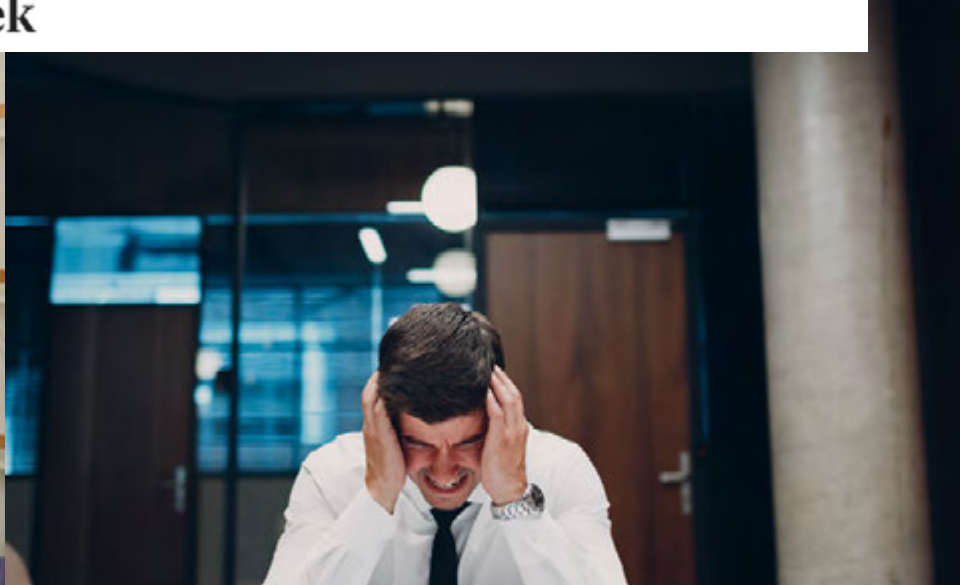
RICHEST 1% GRAB NEARLY TWICE AS MUCH NEW WEALTH AS REST OF THE WORLD PUT TOGETHER



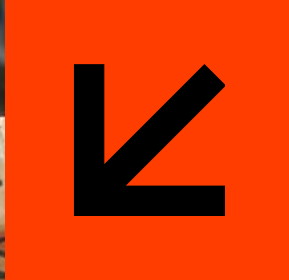
UK cost of living crisis  
Cost of living crisis hitting England's most deprived areas hardest, ONS says



Long working hours killing 745,000 people a year, study finds

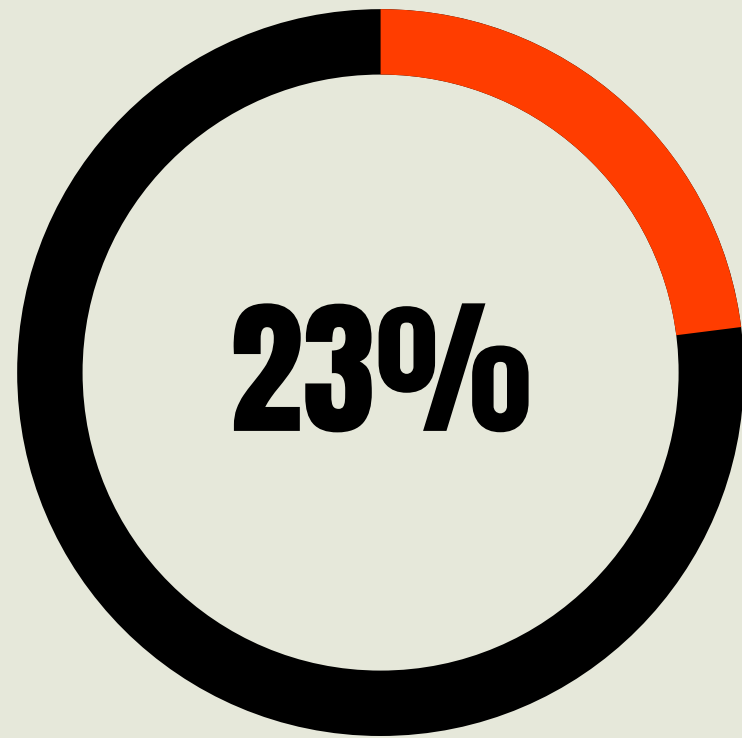


Mortgage Rates				
1yr	2yr	3yr	4yr	5yr
7.00	7.50	7.45	7.40	7.28
6.35	7.40	7.40	7.40	7.39
6.10	7.40	7.40	7.40	7.39
7.40	7.40	7.40	7.40	6.10
7.40	7.40	7.40	7.40	7.39
6.50	7.40	7.34	7.39	7.39
6.10	6.35	6.25	7.39	7.39
7.40	6.10	6.25	6.25	6.25

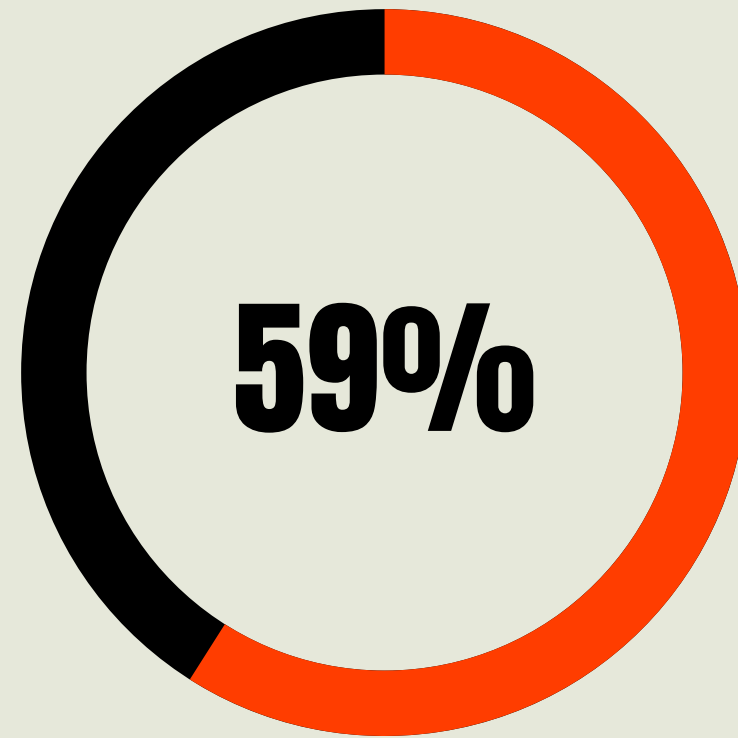




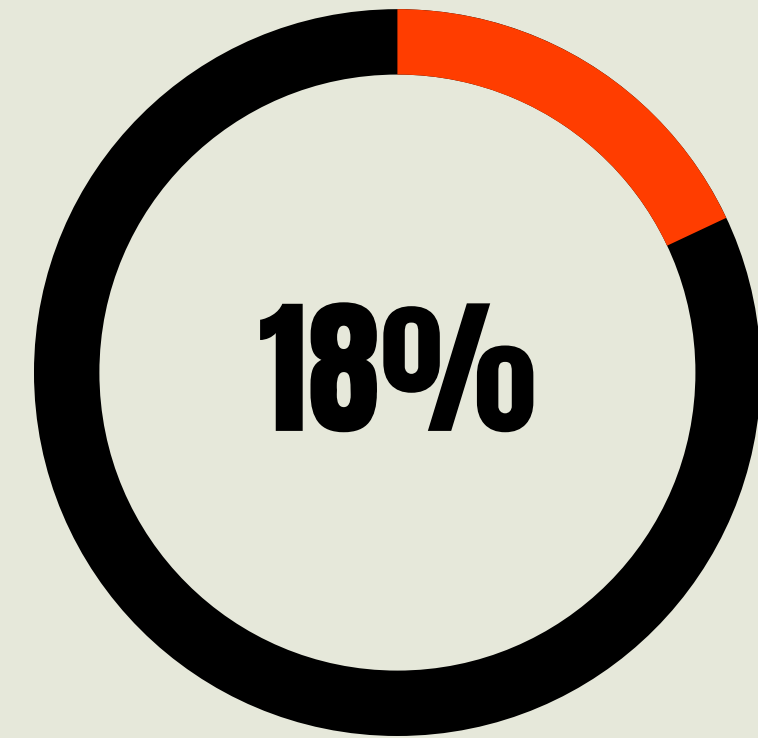
# QUIET QUITTING



▶▶ **Thriving at work  
(engaged)**



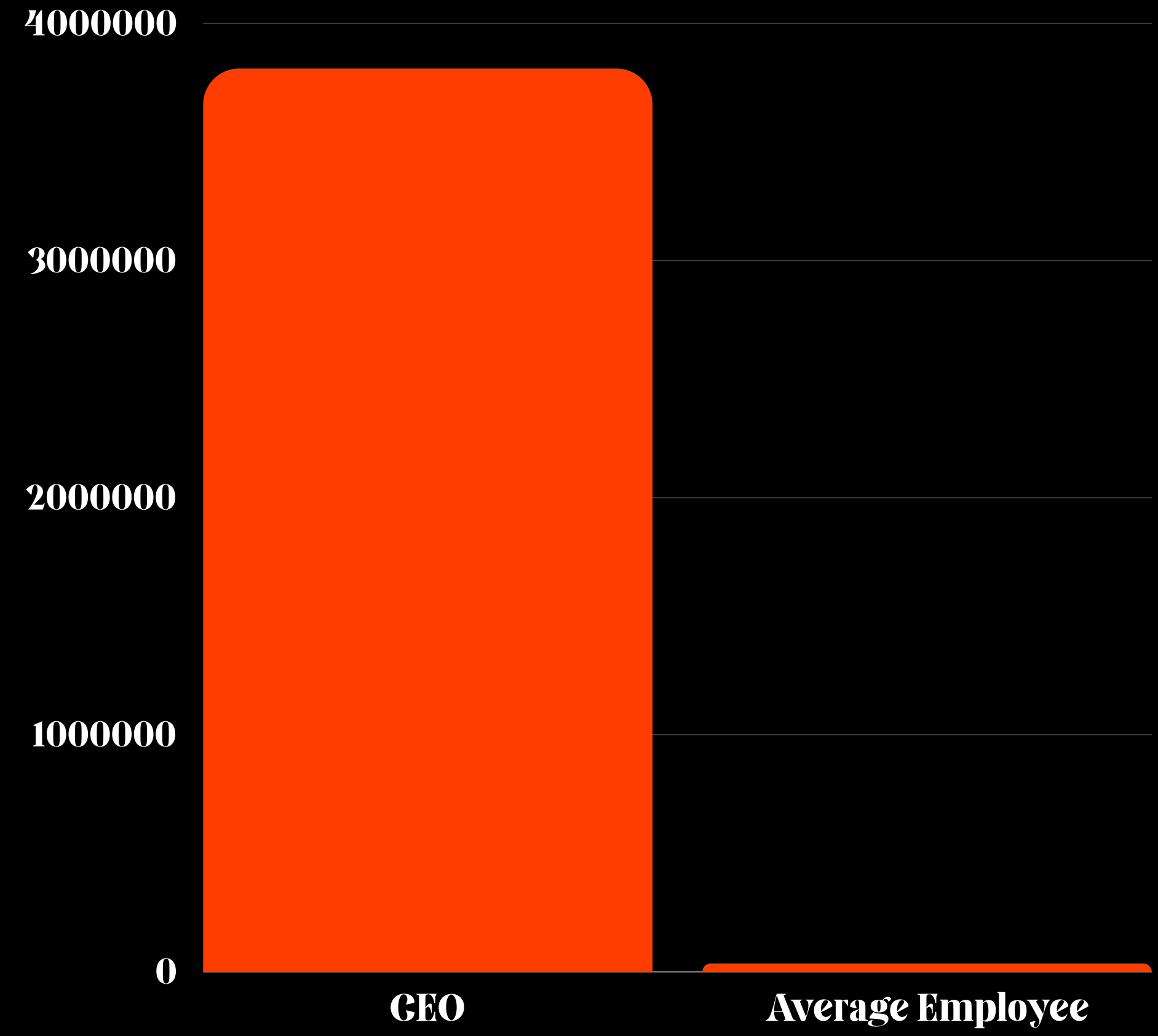
▶▶ **Quiet quitting  
(not engaged)**



▶▶ **Loud quitting  
(actively disengaged)**



# *Inequality of* **SALARY**

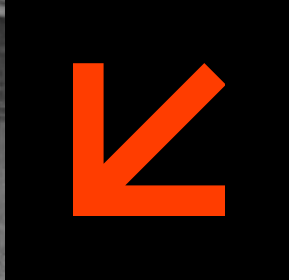


▶▶ **MEDIAN CEO SALARY OF THE FTSE 100**

**VS**

**MEDIAN SALARY OF A FULL TIME WORKER**

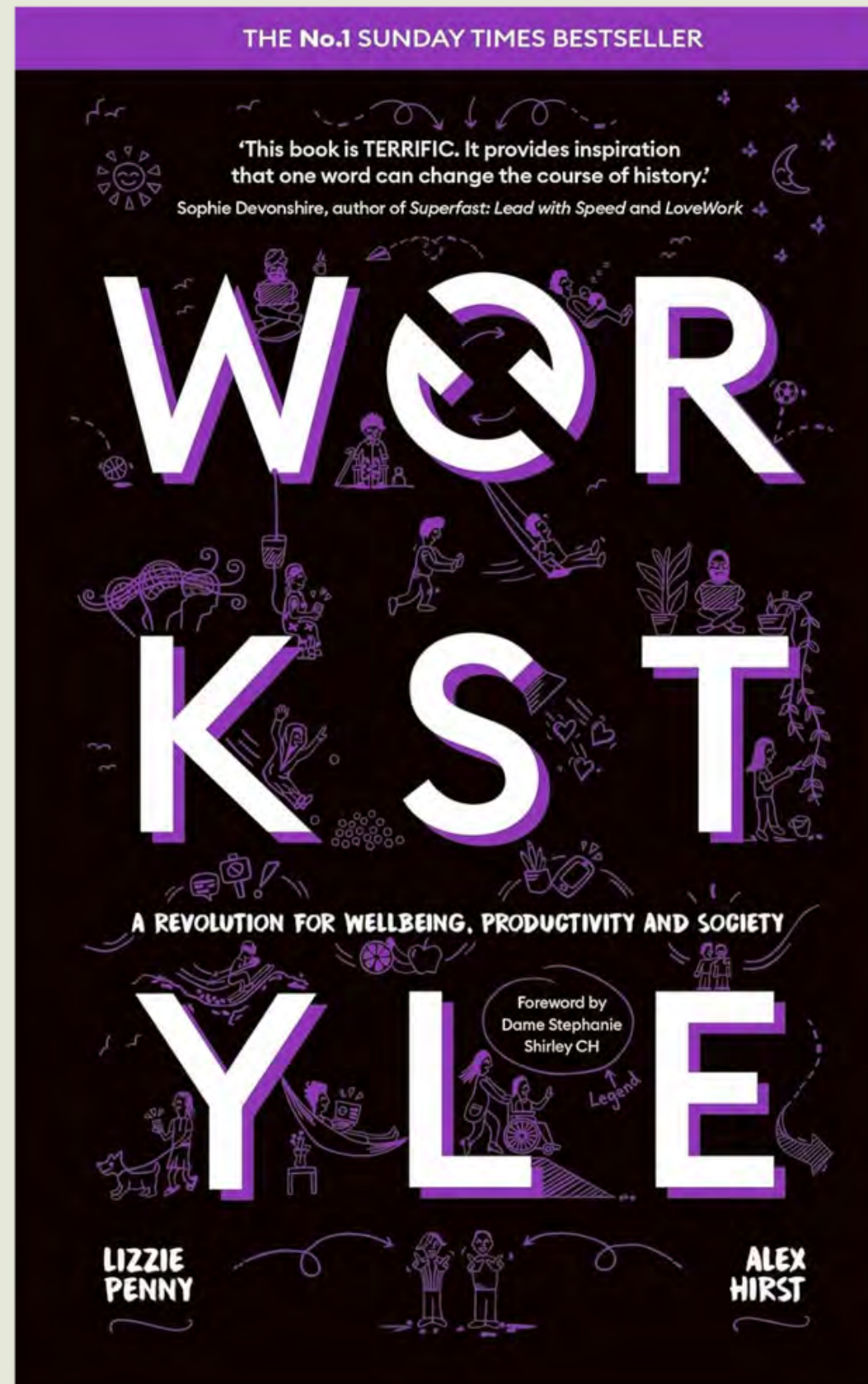




# 5 day work week







# Imbalance of **TIME**



## **EXCLUDED GROUPS**

**PARENTS (ESPECIALLY WOMEN)**

**OLDER WORKERS**

**CARERS**

**PEOPLE WITH CHRONIC ILLNESSES**

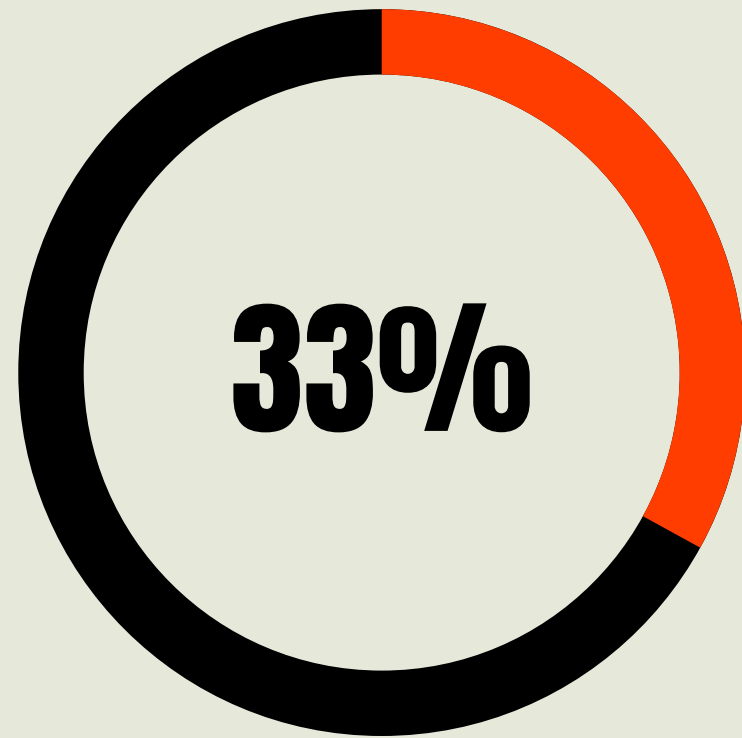
**PEOPLE WITH DISABILITIES**

**PEOPLE WITH MENTAL HEALTH PROBLEMS**

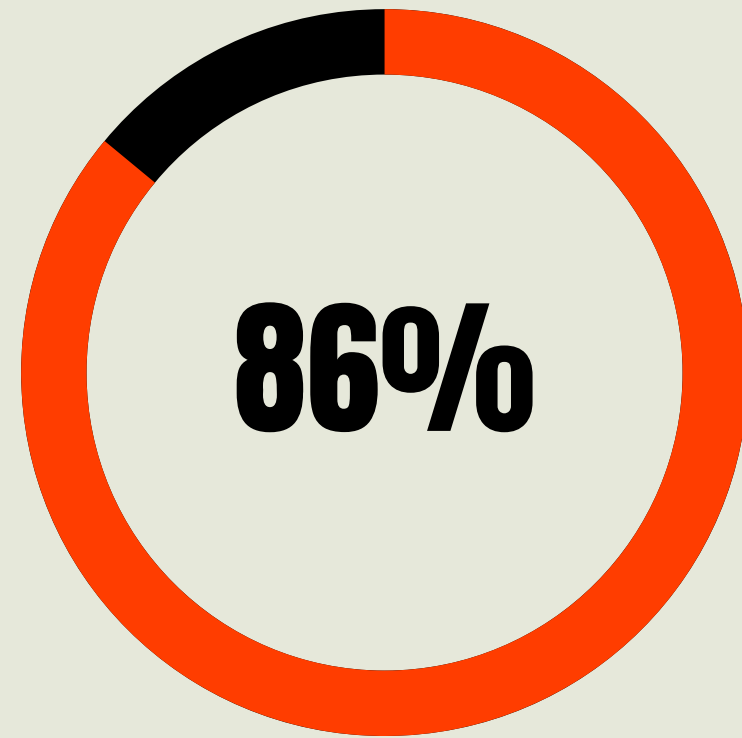
**NEURODIVERSE PEOPLE**



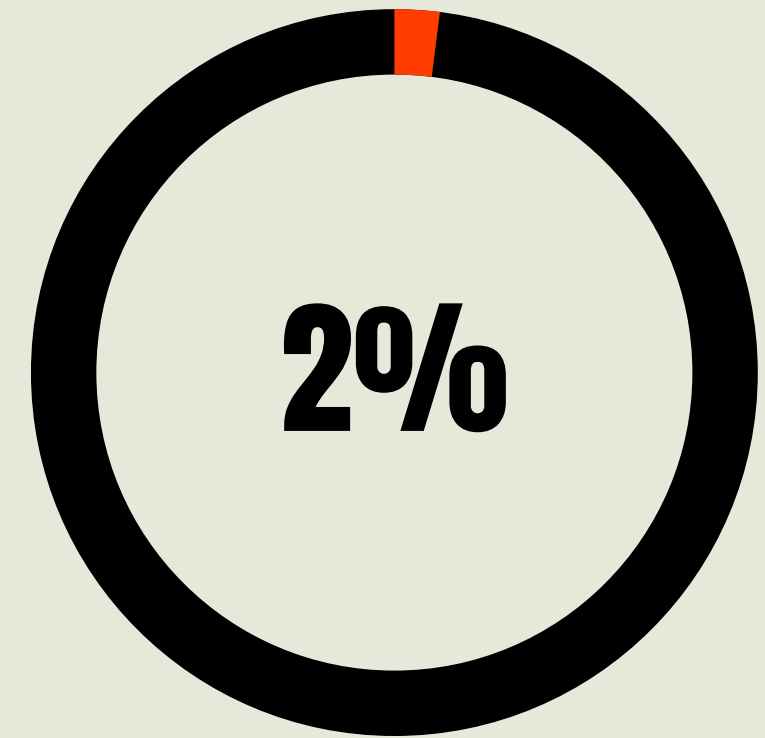
# THE MOTHERHOOD PENALTY



▶▶ **Difference in hourly pay by the time a child turns 12**



▶▶ **Women who have faced discrimination due to flexible working**



▶▶ **Of those eligible who took shared parental leave in 2019**





# *Unsuitability of* **LOCATION**

- ▶▶ **WORK IS AN ACTIVITY**  
**NOT A LOCATION**





# A sense of **UNREALITY**

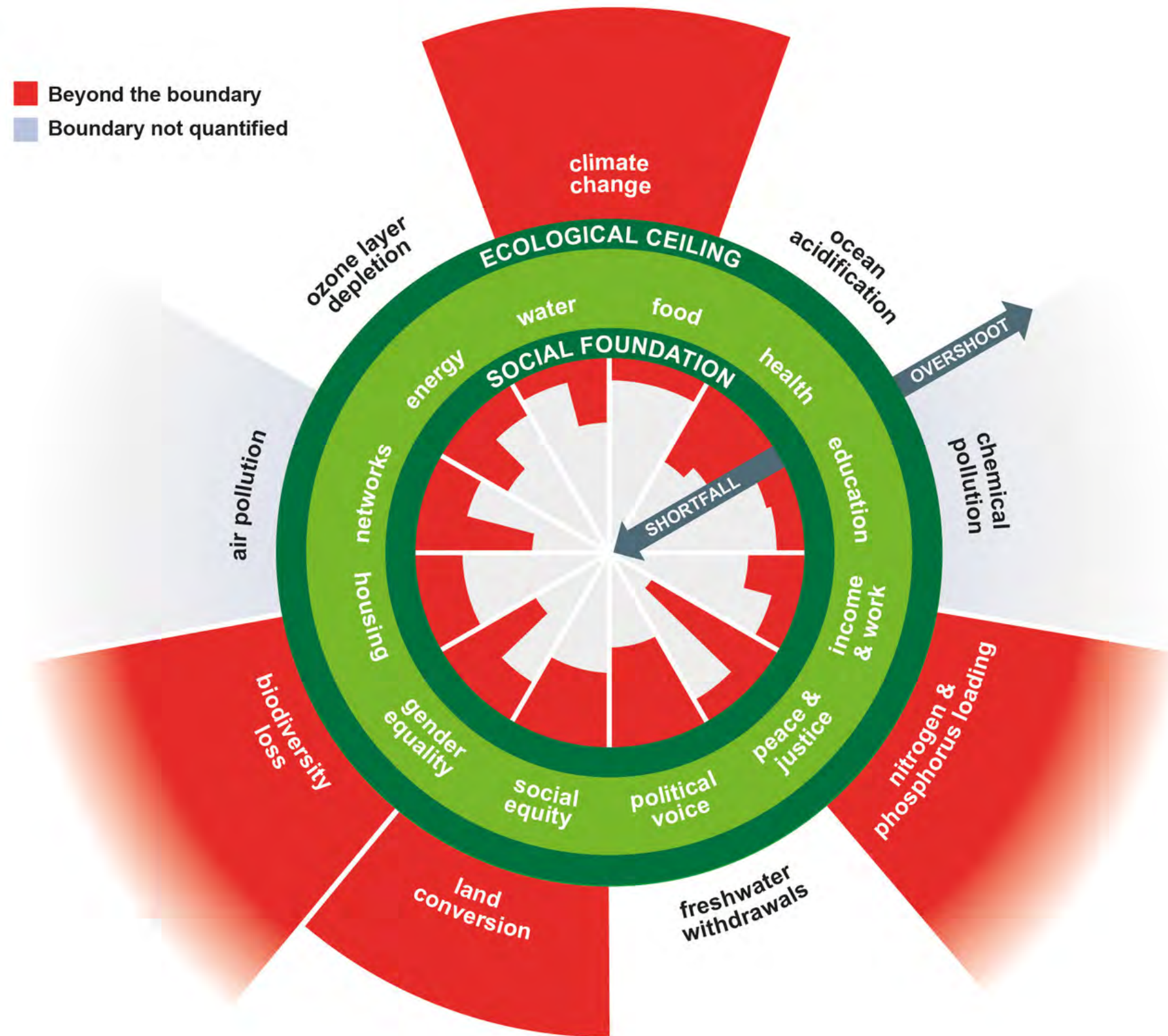
▶▶ **THOSE WHO CONTROL THE  
NARRATIVE**

**CONTROL THE WORLD**



# DOUGHNUT

Economics



▶▶ “DON’T WAIT FOR ECONOMIC GROWTH TO REDUCE INEQUALITY — BECAUSE IT WON’T.

INSTEAD, CREATE AN ECONOMY THAT IS DISTRIBUTIVE BY DESIGN.”

Kate Raworth



Certified



®

Corporation

**BCORP**  
*Certified*

- ▶▶ “WE NEED AN INCLUSIVE, EQUITABLE AND REGENERATIVE ECONOMIC SYSTEM FOR ALL PEOPLE AND THE PLANET. LET'S USE BUSINESS AS A FORCE FOR GOOD.”

*BLab*



# 4 DAY Work week

MON	TUE	WED	THU	FRI	SAT	SUN
WORK	WORK	WORK	WORK	WEEKEND	WEEKEND	WEEKEND



**“THE DAY WILL NEVER ARRIVE WHEN YOU FINALLY HAVE EVERYTHING UNDER CONTROL — WHEN THE FLOOD OF EMAILS HAS BEEN CONTAINED; WHEN YOUR TO-DO LISTS HAVE STOPPED GETTING LONGER; WHEN YOU’RE MEETING ALL YOUR OBLIGATIONS AT WORK AND IN YOUR HOME LIFE; WHEN NOBODY’S ANGRY WITH YOU FOR MISSING A DEADLINE OR DROPPING THE BALL; AND WHEN THE FULLY OPTIMIZED PERSON YOU’VE BECOME CAN TURN, AT LONG LAST, TO THE THINGS LIFE IS REALLY SUPPOSED TO BE ABOUT.”**

*Oliver Burkeman*



# THE FISHERMAN & the businessman



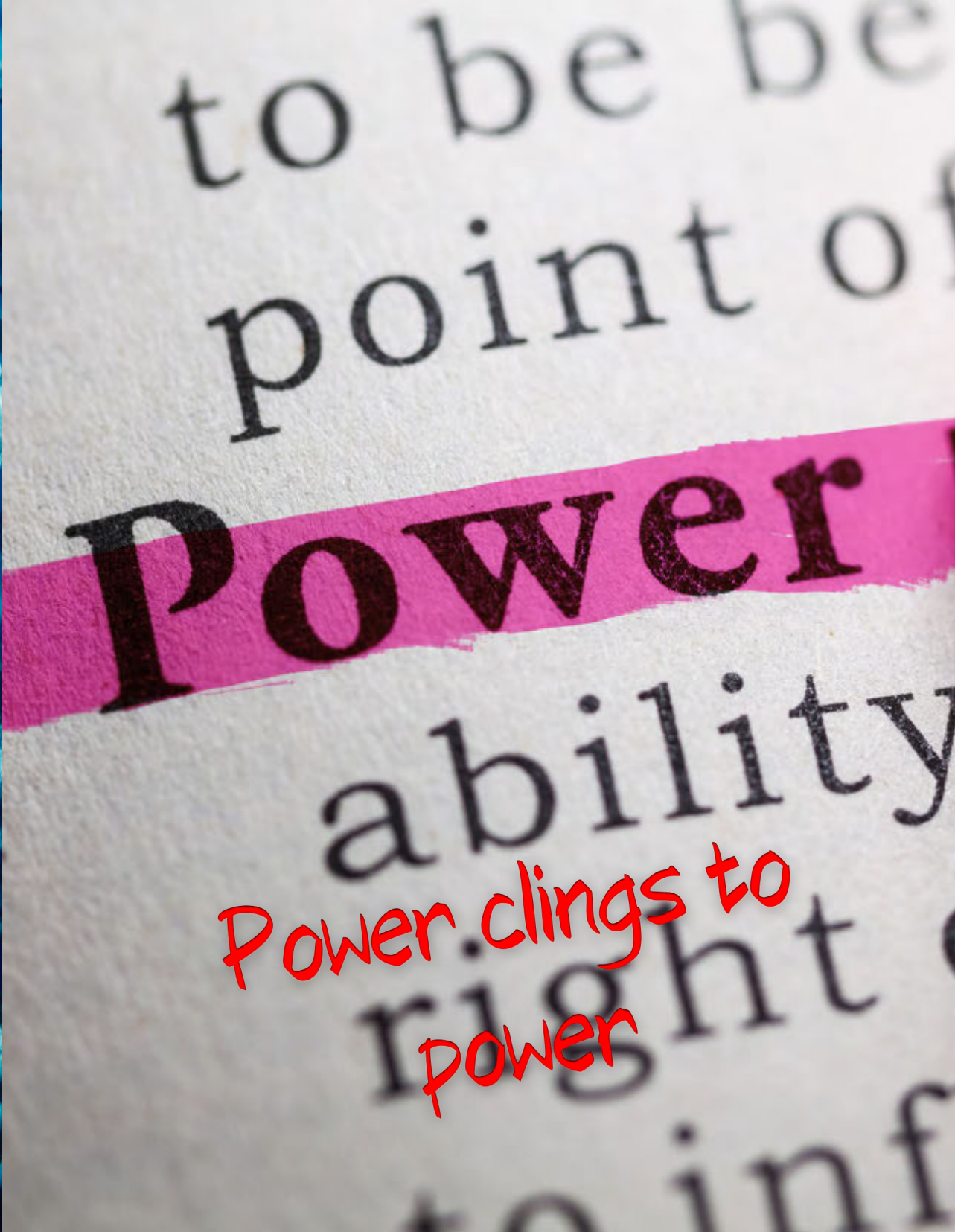




*Fear of the unfamiliar*



*Sticking to our lanes*



*Power clings to power*

# **OBSTACLES TO PROGRESS**



Subjects



Consumers



Citizens



**WHO ARE WE?**



# CITIZENSHIP

*In Action*



crowdcube



Precontemplation

Contemplation

Preparation

Action

Maintenance

01

02

03

04

05

*Psychological*

**ROADMAP FOR CHANGE**



A crisis of

# IMAGINATION

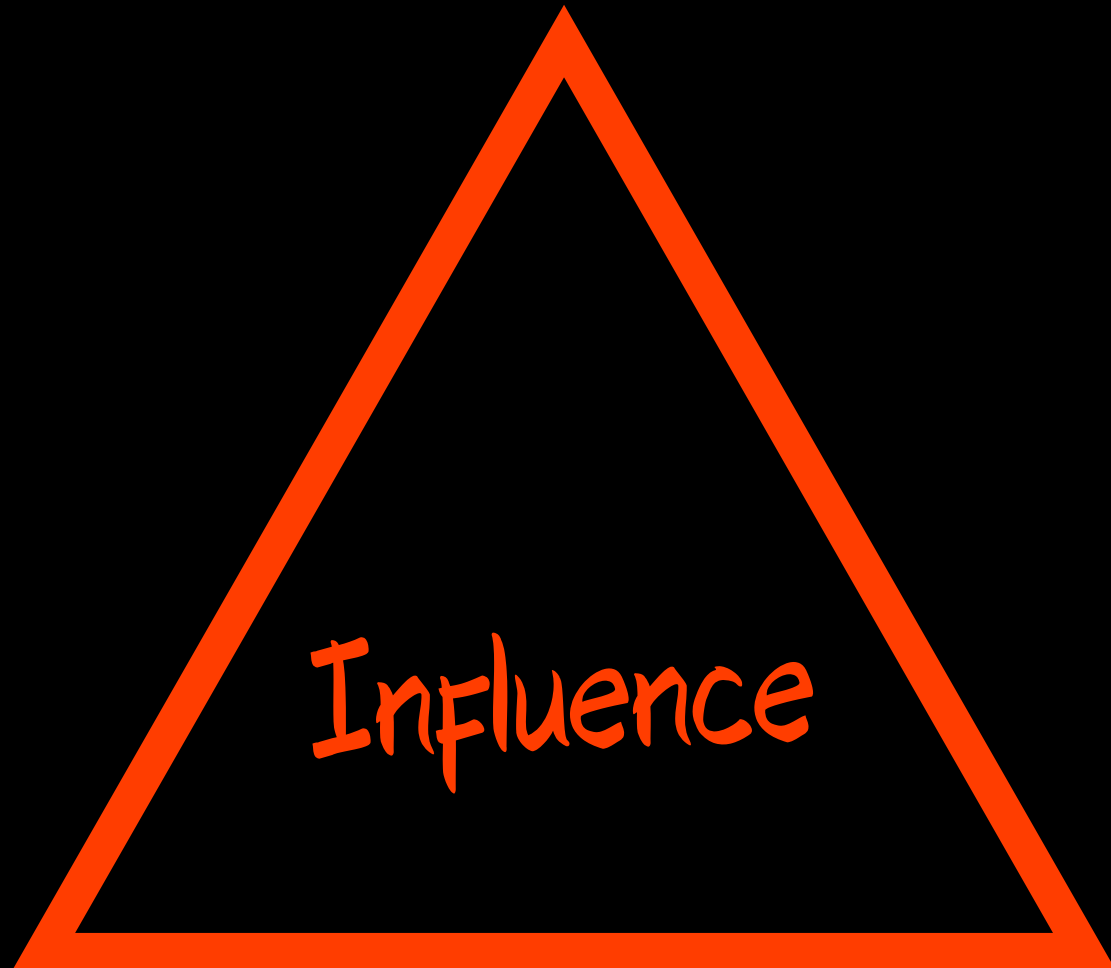




# NARRATIVE

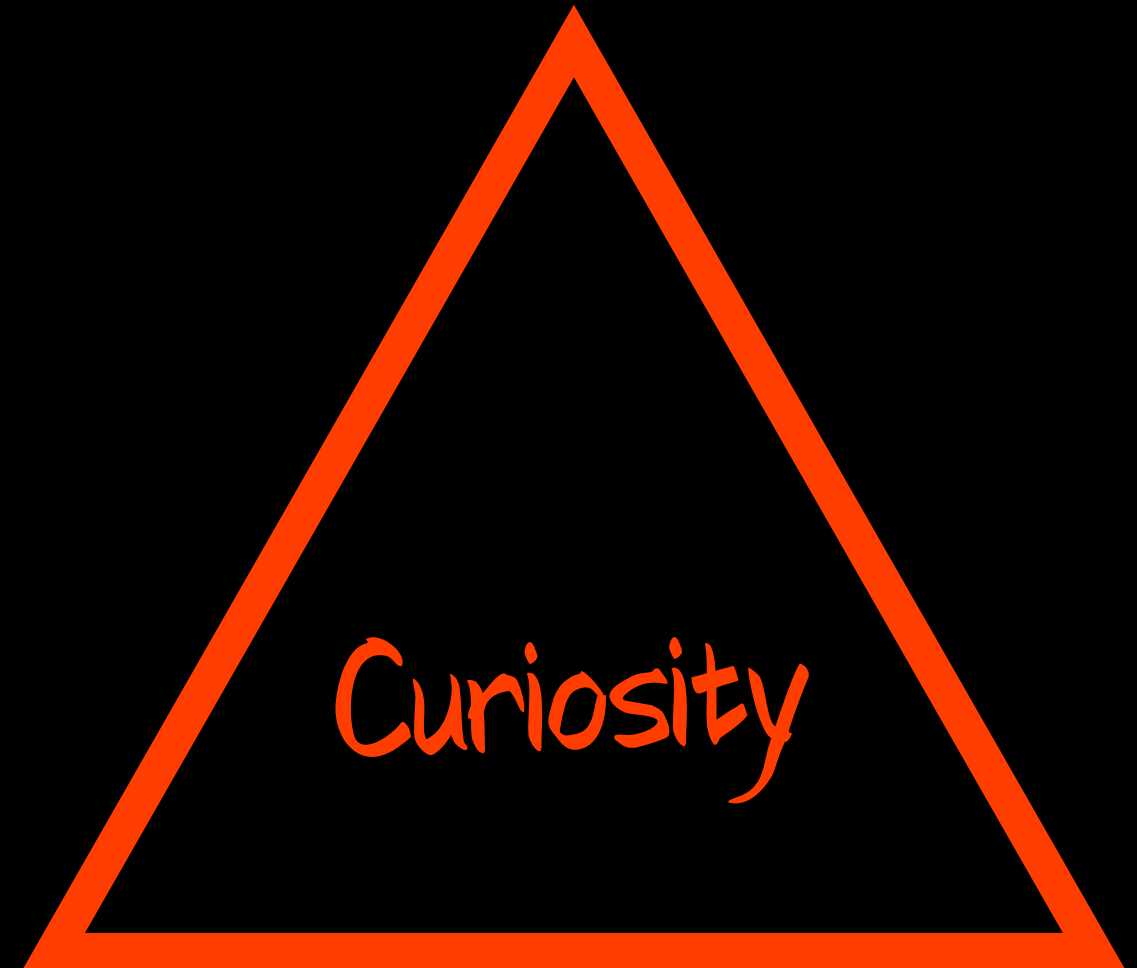
How to change the

Leaders



Influence

Curiosity



Employees



# Social TIPPING POINTS



**Piques interest**



**Interesting & Credible**



**Interesting, Credible &  
will Publicly support**





# ASK YOURSELF

*This*

- ▶▶ **WHAT'S WRONG WITH THE CURRENT STORY?**
- ▶▶ **WHO'S BENEFITTING FROM THIS NARRATIVE?**
- ▶▶ **MORE IMPORTANTLY WHO'S NOT BENEFITTING FROM IT?**
- ▶▶ **IS THERE AN ALTERNATIVE NARRATIVE THAT WE COULD LIVE?**





# THANK YOU

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**“BECAUSE STORIES CAN GIVE POWER – OR THEY CAN TAKE IT AWAY”**

*Rebecca Solnit*



Deepak Parmar - MCM