



CHANGE THE STATUS QUO THROUGH YOUR NARRATIVE INTELLIGENCE

THE CASE FOR INCLUSIVE LEADERSHIP, AND ACHIEVING STATUS QUO BREAKING GOALS
THROUGH THE PSYCHOLOGICAL POWER OF STORY

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WHAT IS THIS ABOUT? TL:DR

Traditional leadership practices across every industry -- from government and entertainment to education and consumer goods -- feel like crusty, worn out, ill fitting clothes we've outgrown. These practices are built on scarcity, fear, bias, and hoarding capital, forging the rocky path to where we are right now as a global society: an overtaxed ecosystem and climate, a severe imbalance in resource distribution, racism and other systems of bias limiting wellbeing and livelihood, billions of people going without their basic needs of food, water, shelter and security being met -- creating the perfect conditions for global pandemics.

We're at the beginning of a major inflection point. Our systems have been inherently broken from the beginning, but the silver-lining of seeing the flaws in our systems is we have the power and opportunity to build something exciting and new.

This paper is proposing a new approach to leadership and change through the power of narrative intelligence.

Humans use narrative to make sense of the world, attach meaning to our experiences, and to pass on knowledge. Every action you take and goal you hold is **affected by your narrative intelligence**, which is the ability to recognize how stories impact and influence values, bias, personal and cultural beliefs, and behaviors. Narrative intelligence is the ability to leverage the psychological power of story to change behavior and inspire action.

Fear-driven narratives around money, success, identity, and leadership led us to where we are right now as a society, and we have the power to reverse these issues with improved narrative intelligence.

LEADERS WITH HIGH LEVELS OF NARRATIVE INTELLIGENCE:

- **Better manage uncertainty by uncovering empowering narratives around change and transition**
- **Increase their influence and persuasion by creating emotionally impactful narratives to communicate their new ideas**
- **Are confident and improve performance by reframing limiting internal narratives they believe about their own capabilities**
- **Lead others to their fullest potential by creating motivating goals and a shared narrative that gives a sense of purpose**
- **Increase innovation by unpacking biased internal narratives and responding to change and difference with curiosity instead of fear**

I've spent a decade in my professional career using storytelling to drive behavior change -- from closing 6.5M in sales for household brands to motivating 300K teens to get involved in social causes, all through the power of storytelling. I have witnessed how powerful narratives are not only for selling ideas but for shaping every action and individual behavior we take, the cultures that we live and work in, and for solving the root cause of inequalities we see in the world.

The frameworks developed in this paper are built on my in field client work, scholarly research studies on narrative and psychology, and theories on collective leadership, relational leadership, and transformational leadership.

We are facing a lot of uncertainty and anxiety in the coming months. We need new, unconventional leaders and their ideas to be at the forefront of this massive societal change, and they need to tap into their narrative intelligence to bring critical visibility and buy-in for their ideas to change the world for the better.

I'm not interested in maintaining the status quo. What results has our current social, political, and economic systems brought humanity? How did we get to where we are right now? Why would we get back into a vehicle we know has four flat tires and is careening off a cliff? I come from a long line of women courageous enough to leave behind what they know, to rewrite their stories and fates in an unknown place. They were leaders. And we all can be transformative, inclusive, innovative leaders on the other side of a status quo shifting story. **Let's dive in.**

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THE POWER OF A STORY



“We have been raised to fear the yes in ourselves.”

-- Audre Lorde

Jermaine looked to be about seven years old -- an age where life is driven by curiosity and unabashed exploration. A man, who appeared homeless, stumbled onto the subway train we all shared, covered in a smudged and stretched all blue sweat suit outfit. His t-shirt gaped at the seams, and had “Choose Jesus” splashed across the center. I turned my music down in my earbuds as soon as I heard Jermaine (his name divulged when his mom called him) engage the man with the innocent question: “Do you like knock knock jokes?”

“Hmph, why...yes I do!”

“Knock knock.”

“Who’s there?”

“Birdie.”

“Birdie who?”

“I’m an ooowl not a birdie!”

The man chuckled, pressing his back against the silver pole in the center in the subway car. He slid to the floor, his swollen, distended feet exposed through ripped, open toe sandals. The boy began asking the man questions -- where he was from, where he was going, and why his shirt said ‘Choose Jesus.’ Jermaine’s mother looked bemused, but didn’t interrupt the exchange. As we barreled underground past Dekalb Avenue, going deeper into Brooklyn, New York, Jermaine and his mother got ready to exit.

“Have a good day!” Jermaine said in a jolly goodbye as he left the train car with his mom.

The man had made genuine human connection, probably the first in sometime. Everyone in the subway car watched the exchange, curious as to how this little boy, oblivious to social expectations and pressures, could be so unfazed and willing to be open.

Two stops away from my exit, the man began talking out loud to everyone in the subway car, stating, “We all live in these bubbles. Private bubbles separate from each other! I just want to burst people’s personal, protective bubbles!” He stuck his finger in his mouth, snapping it across the inside of his cheek to make sharp pop noises, indicating what the popping of these hypothetical bubbles could sound like.

That evening subway ride left a deep impression on me. If you know anything about New York City, you know people maintain their sanity from the constant buzz around them by tuning out. This exchange between the boy and homeless man stopped typically apathetic commuters in their tracks, and grabbed their attention to this singular, beautiful human moment.

All of us have this beautiful, innate ability to create and share stories with one another, to hold space and better understand each other. Stories hold the power to change the bubbles of separation between us.

WHAT IS NARRATIVE INTELLIGENCE?

“If I color you with all my thoughts. Would you lose your fears of being lost? I bet you never even knew. I see the universe inside of you.” -- ALINA BARAZ, "CAN I"

The true story you just read about the little boy on the subway did a fascinating thing to your brain. When you hear a story, the neural activity in your brain increases fivefold. This incredible feature of storytelling is the result of two cognitive processes. First **narrative transportation** - a phenomenon studied and coined by researchers [T.C. Brock and M.C. Green](#), helps you lose yourself in a story. Your brain creates visuals from the story being told, your senses and emotions fire, and your values and beliefs shift with the narrative.

The second process, **neural coupling**, causes the neurons in your brain to fire in the same ways as the storyteller. When we hear an emotionally compelling story, more of our brains become engaged, triggering empathy, improving our memory and recall, and releasing the cuddle hormone oxytocin. Our brains live on and crave stories because they just feel good and engage so many of our senses simultaneously.

Narrative intelligence is our inborn ability to create patterns and attach meaning to what's happening in the world around us through stories.

It is understanding how narrative affects our brains, and knowing how to use various storytelling techniques on story structure, metaphor, symbolism, emotions, and language to evoke a specific emotional response and influence thinking and behavior. Imagine your brain is like a bookshelf, with each experience and message you receive becoming a story stocked away. When you encounter a problem or major moment of change, your brain shuffles through the stories on the bookshelf to find the most relevant story that can help shape your response.

Everything we do as humans is tied to narrative. Religion is a narrative collection of stories about morals. History is a narrative collection of the meaning of past events. Education is narrative about knowledge. Entertainment is narratives that take people on unexpected fictional journeys to evoke aspirational and thought provoking emotions. Decision making is narrative. **Whatever goals you are striving towards requires narrative intelligence to achieve them.**

NARRATIVE INTELLIGENCE HAS NUMEROUS BENEFITS:

01

INCREASE INFLUENCE

Stories are the most influential tools on the planet for transferring our ideas to one another and changing each other's behavior. We can literally walk in each other's shoes and ideas when we experience each other's stories. Improving your narrative intelligence will help you communicate with more impact and persuasion when sharing new ideas.

02

REDUCE UNCONSCIOUS BIAS

False narratives picked up from family, school, church, work, and media are at the core of biased thinking and behaviors. Narrative intelligence gives you the ability to slow down behavior, recognize biased patterns of thinking, and shift narratives to change your responses to people who are different from you.

03

DISCOVER PURPOSE

Every person on this planet attaches meaning to the events and changes they experience. The narrative meaning attached to these life changing events creates the connection between daily behaviors and a deeper purpose. Narrative intelligence is the ability to connect the dots with past experiences to present behaviors which unearths the deeper why and purpose behind actions and ideas.

04

BUILD RELATIONSHIPS

Stories are the deepest way we connect with one another. It allows us to understand each other's values, past, present, and future. When we listen and share stories, oxytocin is released and empathy is increased. Without story, we cannot create the deep bonds necessary for wellbeing and flourishing.

Narrative intelligence and change goes together like peanut butter and jelly, butter and bread, earth, wind, and fire. Narrative intelligence is one of our most powerful tools to create personal and social change - yet fear-based narratives and low narrative intelligence is the cause of so many communication, inequality, and leadership problems we are currently experiencing today.

CURRENT LEADERSHIP PROBLEM: FEAR BASED NARRATIVES

“I imagine one of the reasons people cling to their hates so stubbornly is because they sense that, once the hate is gone, they will be forced to deal with pain.” -- JAMES

BALDWIN

The simplest definition of a leader is a person who influences and impacts other people's behaviors, actions, and outcomes. At some point, every single one of us has showcased leadership qualities - within our families, communities, friendship circles, in the workplace, and beyond. The human experience is a constant collaboration of leading and following each other's ideas. Many individuals don't see themselves as leaders because the conventional definition of a leader is a person who wields power, typically to the detriment of those “beneath” them.

There are three key problems with our current conventional leadership styles, caused by fear-based narratives and beliefs:

Bias and Fear of Change:

Grab a piece of paper. Draw an image of what you think a leader looks like, whatever comes to mind. I'll wait. Studies show you'll likely sketch a white man -- regardless of your own background. [Less than 35% of senior leaders](#) in academics and politics, and less than 10% of senior leaders in corporate America and entertainment are women. These numbers are even smaller for people of color.

Why? Our biases about leadership are built on stories picked up at home, in church, on TV, in schools, and at work. These biased stories at their core are limiting stereotypes, meant to make the world palatable and easy to navigate but instead cement our fears and fuel inequitable policies and decisions based on race, gender, and difference and who we believe should be organizational leaders.

Profit Over People and Purpose:

Another false narrative organizations follow is what I've coined as the King Kong effect - pursuing wild, thoughtless growth and profit to the detriment and bewilderment of our ecosystem, and human flourishing.

Narratives of profit above all else as the only worthy goal to pursue encourages questionable decisions with long term negative effects. We see examples of these poor types of leadership playing out live as you read this -- from politicians requesting cities prematurely open during a pandemic, risking lives to “save the economy,” to multi-million dollar corporations swooping up funding from tax dollars, meant for small businesses closing at alarming rates, while laying off significant portions of their staff with little to no safety nets.

Money is a tool and only matters in the context of what we actually do with it. It's up to us to define the value of the money around us and for what and why we want to use it. If we need \$22.5M because it will help us build better products, hire a video team to document new mummies, travel to space etc. -- that context is more grounding. Saying money is a personal, social, cultural, or organizational purpose is akin to saying “Hammers is our purpose” which sounds nonsensical right? A hammer is a tool, and what you build with it is what matters most, same with money. If this narrative on profit over everything else were underwear, it is restricting, full of holes, and in need of a good cleaning. It's uninspiring, has negative social and economic impacts, and leads to short-sighted decision making that is destroying the livelihood and longevity of our overall society at this very second.

Stunted Professional Development

As an employee progresses at a company, they are typically shoved into managerial roles to reward their loyalty and efforts. It's a promotion set on auto pilot, which is a great fit for some personalities, and a piss poor fit for others. On top of this autopilot promotion, conventional work settings typically don't emphasize a deeper philosophy around what it means to manage someone, leaving it up to chance and personality as people manage their colleagues. Without a clear unifying narrative on how to motivate or develop a person's skills, workers become underdeveloped and managers become stressed, overworked, and stuck. 69% of managers are not comfortable communicating with their employees in general, and communication barriers cost the average organization \$62.4M per year in lost [productivity](#). In this type of organizational environment levels of trust are basement level low. Without intentional learning and development, teams cannot thrive, innovate, or problem solve.

All three of these core narrative issues with conventional leadership create the work cultures we see now: extremely disengaged and unmotivated workers, bias, microaggressions, and a lack of genuine diversity and inclusion, stalled innovation, and low levels of productivity and creativity. Only 5% of businesses say they have implemented leadership development training at all levels. There's a huge opportunity to provide narrative and communication training at scale to help leaders improve their narrative intelligence and create the status quo shifting messages that can change leadership and organizational practices for the better.

STATUS QUO SHIFTING MESSAGES

Growing up, every holiday gathering became a space to tell stories -- some of these stories were funny, like my mother being tricked by her brothers into smearing lemon juice on her skin and hanging out in the sun in the hopes of getting rid of her light brown freckles. Others were sad, capturing early loss or struggles, like my grandmother losing her husband too soon to a boating accident. Some were mundane, or jovial and light, like Star Wars obsessions or making each member bust out the latest dance craze moves.

Each story reflected our present while immortalizing our past. Some stories lived and died on our lips and ears that singular day. Other stories became legends, retold every year to the point that its origin became muddled because we could all crank it out, with our own twists, each moment unfolding with wild gesticulations and impersonations, punctuated by various voices and accents. These became status quo shifting stories that shaped my identity and many of the beliefs I hold today.

Have you heard a story, read a book, watched a movie, or listened to a speech that stopped you in your tracks? A story that stayed with you for days, that you couldn't wait to share with family and friends because it left a mark on you? A story that changed the way you think and see the world? You encountered what I've coined as a **status quo shifting message**. These are stories that help us give our own life, and the lives of the ones we love, reverence and meaning, and inspire us to change our thinking and behavior.

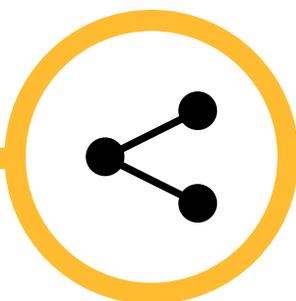
These are stories and messages that appeal to our deepest beliefs of what it means to be human, and give us new ways of experiencing and looking at the world. They create the foundation and the tools of our narrative intelligence for creating culture by shaping our identities, behaviors, expectations, and rituals. Understanding the status quo shifting stories that form our inner narratives, and using status quo shifting stories strategically in leadership narratives is critical to overcoming bias, building inclusive culture, and gaining buy in for innovative solutions to the problems we see in the world.

THERE ARE THREE KEY TYPES OF STATUS QUO SHIFTING MESSAGES:



STORIES OF SELF

The internal stories we tell ourselves about our individual identity, capabilities, and values in the world. These stories usually begin with lessons and stories shared within the childhood home.



STORIES OF COMMUNITY

Stories created within singular groups, neighborhood community organizations, towns, and cities that create the immediate cultures and values we experience within a group.



STORIES OF SOCIETY

Stories that shape the experiences and perceptions of multiple groups that interact with one another across communities including stories from religion, politics, media, academia, and entertainment.

STATUS QUO SHIFTING MESSAGES CONTINUED:

"It is necessary for us to harness our own stories, and tell them well. If not, then someone else will come in and wallpaper our culture with their stories. And then, how do we pass on to the next generation what has been lost, if not forgotten?" -- Bobette Buster

Status quo shifting stories are far more influential in persuading thinking and behavior than numbers and data alone.

Numerous social impact studies showcase the effects of story on behavior -- from the impact of the novel Tom's Cabin on abolitionist movements and the institution of slavery, to children who watch Sesame Street averaging 11% higher in educational [attainment](#), to millions of rice farmers being influenced to use less pesticides on crops through a 104 installment soap [opera](#), to the first ever soap opera in the U.S. being created with the purpose of selling [soap](#) that successfully changed consumer behavior for decades.

Even the story I shared at the beginning of this paper about the little boy and the homeless man is far more powerful in changing thinking around homelessness and childhood than numbers and data alone.

To inspire action, get people to support a new vision, rally around a goal, or adopt new beliefs and behaviors you must be an excellent storyteller and have high levels of narrative intelligence.

STORIES CREATE MEANING

Stories help us assign meaning to our lives, and status quo shifting stories evoke a specific emotion, tell a universal truth about the human experience, and get us to see an old idea with a new reality. The stories we store in our mental bookshelves from our communities and from society shape the cultures we experience, the values we are driven by, and the systems and ideas we create and make.

Leadership is storytelling with a goal. The reason stories are far more effective for persuasion is because people are psychologically numb to numbers alone. Stories provide the emotional connection necessary to make abstract concepts personal and influential.

The ooey goey feelings people often avoid, especially in leadership and business, are the exact things humans are using to make every daily decision, purchase, and action they take. In fact, when evaluating brands people are far more likely to decide between two brands based on how they feel and the emotions they associate with the brand versus the facts and features of that brand.

There is resistance and concern with using stories - but if your story is grounded in factual, beneficial truth you are doing a service (and combatting the many dark sides of storytelling used in fear mongering leadership [practices](#)).

Your most effective tool for changing the status quo for the better is through powerful stories around new, inclusive, bold ideas. You have the power to shape your narratives of self, community, and society for the better by uncovering the status quo shifting message of your ideas.

CREATING CHANGE WITH THE STATUS QUO SHIFTING METHOD

I've developed a communication model called the **Status Quo Shifting Message (SQS) of Change** to help leaders uncover the power of their personal and organizational stories to inspire personal, cultural, organizational, or social change. At the core of this communication model is the ability to respond to change, differences, and new ideas with a different mindset and communication style. This model will help leaders process and communicate change with curiosity, empathy, and collaboration instead of fear, and move people to change through a clear status quo shifting message. When a moment of change or transition occurs use the three steps below to process and communicate about this change:

1

Step 1: Identify the significant moment of change

Significant moments of change deeply shape our values and behaviors. In this communication model the first step is to take inventory of the key lived moment of change you are experiencing or have experienced as an organization and as an individual. By examining these moments you can begin to understand the narratives around the beliefs, values, and problems attached to these moments and how they drive current thinking and behavior within your community/organization. There are three key types of moments all people experience throughout their lives at different times that fall into **significant moments of change**:

- **Origin moments:** first time experiences that shape values. These are some of the most impactful experiences of our lives as we stretch our skills and capabilities the most in these experiences.
- **Adversity moments:** moments of conflict and hardship overcome. Conflict and adversity is a part of life - unpredictable and unavoidable. Our beliefs about how the world works and who we are is deeply shaped by the things we've survived and overcome.
- **Innovation moments:** experiences of problem solving that lead to creative expression. These are the times we find unique ways to express our emotions, create new ideas, and craft potential solutions to problems.
- **Success moments:** experiences of successfully executing a new idea or solution that served a need. These significant moments happen on an individual level, a community level, and an organizational level.

As we cycle throughout these types of experiences in our lives, our inner narratives are shaped, our values are set, and patterns of motivation and habits form.

2

Step 2 Reflect on the meaning of the moment of change

Once you identify these significant moments, use the critical tool of self-reflection to uncover the deeper meaning, lessons, and values derived from these experiences through Questions of Curiosity. Most people would rather pluck their armpit hairs out one follicle at a time instead of sit in solitude and think. Even when alone, we distract ourselves from our thoughts with whatever we can get our hands on. The irony of the resistance to self-reflection is there's serenity and bold insight that comes from self-reflection and solitude. Studies show leaders with higher levels of success, performance, and positive reviews from their peers have higher levels of self-awareness, which requires self-reflection.

Self-directed questions to think on are what happened? Who benefited (the self, community, society?) What challenges arose from that moment? What lessons were learned? What values were expressed or discovered? What is the universal truth and purpose of this significant moment? Also ask questions of curiosity to the people around you who are involved in those significant moments of change, to see what the collective narrative is of that moment of change being examined. This collaborative process allows better autonomy, ownership, and ideas to define a changing moment for a community or organization.

3

Step 3: Craft messages of action and meaning

From this series of questions you can construct a narrative around this moment of change to inspire action towards a goal. This happens most efficiently by creating narrative structure that evokes emotions and showcases the reciprocal benefit of your new ideas for the pain points of the people you are communicating with and leading.

An example of this model in action is to imagine a company going through an acquisition by a larger organization. Organizational leaders would have to 1) identify this acquisition as a significant moment of change 2) self-reflect with questions of curiosity and ask for the input of others feelings and experiences of the moment 3) define the universal truth of that moment, how it delivers on the purpose of the organization, and construct messages that gives new meaning to the new goals and vision of the company. By using this three step process, leaders can slow down, uncover their own mindset, improve their pattern recognition, better collaborate and understand the lived wisdom of the people they influence and work with, and strategically leverage story to move people to a specific action or towards a goal.

HOW TO IMPROVE YOUR NARRATIVE INTELLIGENCE AND UNCOVER YOUR STATUS QUO SHIFTING MESSAGE TODAY

Narrative intelligence is critical for effectively navigating the rapid shifts and changes we are experiencing on personal and social levels. How will the economic, social, mental, and physical issues we are going through reimagine how we work, how we shop, how we learn, how we love, how we create, how we speak, how we maintain community and connectedness? How will this disruption of our status quo shift capitalism, economic systems, racism, sexism and other systems of oppression, and the potential last stunning blow to the weak knees of our pay to play health care system? Who will be the leaders on the other side of this, when the dust settles?

Your leadership power is your narrative intelligence. Every person has a story to tell - with wisdom, lessons, and insights about the human experience that can lead others to believe in new ideas and a new future. Every narrative you craft around moments of change have the potential power to shift the status quo for the better with consciousness and intention.

There are five key things you can do today to begin to improve your own narrative intelligence and uncover the power of your story:

- **Assess your current narrative intelligence level:** You can't know where you need to improve without a baseline. I've developed a simple short quiz that will give you insight into your own current narrative intelligence level. [You can take that quiz here.](#)
- **Become conscious of social, and cultural narratives that shape yours and other's lived experiences:** race, class, gender, religion, nationality and so many other identities are deeply shaped through narrative. To be able to communicate with and understand people not like yourself, you have to understand these narratives, where they show up, what impacts they have, and how you participate in them.
- **Self-reflect on your personal and organizational narratives:** Document your pivotal and changing moments, process the who, what, when, where and why of these experiences. Examine the beliefs and narratives you hold around your own abilities, leadership, diversity, and creativity. Ask yourself which of these stories are false narratives? By identifying false narratives you can begin to make more conscious, empowering choices and decisions and begin to unpack unconscious bias.

- **Consume diverse stories:** You are an extension of the stories you expose yourself to. By hearing stories and perspectives that are different from your own, you will improve your [divergent thinking](#), making you far more creative and innovative in your problem solving skills.
- **Practice and collaborate:** Construct metaphors, examples, and narrative journeys in your communications and share them orally or in written form with your intended audience and peers for feedback. Rinse and repeat. Practicing a skill improves your confidence, gives you clarity on what emotionally resonates and moves people, and gives you new insights into how to better construct stories in this collaborative process.

We're living in a time where we have no choice but to pivot. Imagine a world where people disrupt their unconscious stories, stereotypes, and misconceptions of others and themselves. Where people approach difference with curiosity and purpose versus fear. Where women and people of color's ideas are celebrated at the forefront of leadership expertise. Where there is less destruction of the ecosystem because we focus on other goals besides unchecked profit and create fairer capital distribution. Where people feel deep meaning in their work, and genuine belonging. This is possible on the other side of powerful, behavior changing ideas and narratives.

Instead of sticking the same dusty bandaids we've tried for centuries on problems of leadership and inequality, by tapping into our narrative intelligence we can disrupt the psychology and behavior at the root of inequity and inspire the innovation we're needing. The world needs your status quo breaking ideas more than ever before, and your narrative intelligence is key to inspiring the buy in and influence to bring them to life.

We are the experts and leaders we didn't know we needed.

ABOUT THE AUTHOR

Christina Blacken is a public speaker, consultant, podcast host of [Sway Them In Color](#), and the Founder and Chief Narrative Strategist of [TheNewQuo.com](#).

Fun facts:

1. I love cheese but its proven to not love me back. I also love stories. Why? They are the most powerful tools on the planet for connection and change. 65% of all daily communication is story.
2. My story starts with my family being part of the Great Migration from the South and landing in Utah, my childhood through teenage years home (questions about Mormons, being black in a place where about 3 other black people live, and the merits of Jello, are expected). My childhood of being an outsider religiously, politically, and racially taught me how powerful story can be for influencing how we treat one another.
3. I grew up singing in choirs, acapella groups, and even a funk band, so if you catch me dropping a tune from time to time don't be surprised.



YOUR STORY IS YOUR POWER TO LEAD AND ACHIEVE INCLUSIVE, STATUS QUO BREAKING GOALS

[CLICK HERE TO LEARN MORE AT THENEWQUO.COM](#)

The New Quo is a professional development + communication consultancy helping mission driven leaders leverage the psychological power of story to communicate new ideas with deeper connection, inclusion, and influence to achieve their goals through narrative intelligence trainings and copywriting services. My mission is to help every person become a leader through the power of their narrative intelligence and storytelling skills, bringing gender and racial equity into leadership in work and business. I have taught 445 business leaders through my proprietary communication and storytelling workshops on branding, unconscious bias, imposter syndrome, and culture change. I've also helped a variety of women and entrepreneurs of color brand their expertise and thought leadership through copywriting, public talk development, brand strategy, and content marketing.

Before entrepreneurship I worked for 10 years in corporate America using stories to drive change including inspiring 300k teens to take action on pro-social causes (from discrimination to women's rights), and closing 6.5M in sales with the teams and household brands I've worked with all through story strategy. The New Quo has been featured in Elle.com, Cosmopolitan, Marie Claire, Huffington Post, Forbes, Business Insider, and Thrive.com among other outlets. As an Utah native & NYC resident for 10 years, I know more uses for jello than I'd like to admit.

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