

The Three Human Interactions and their Stories

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“We are not *Homo sapiens*, Wise Man
We are *Pan narrans*, the storytelling ape.”

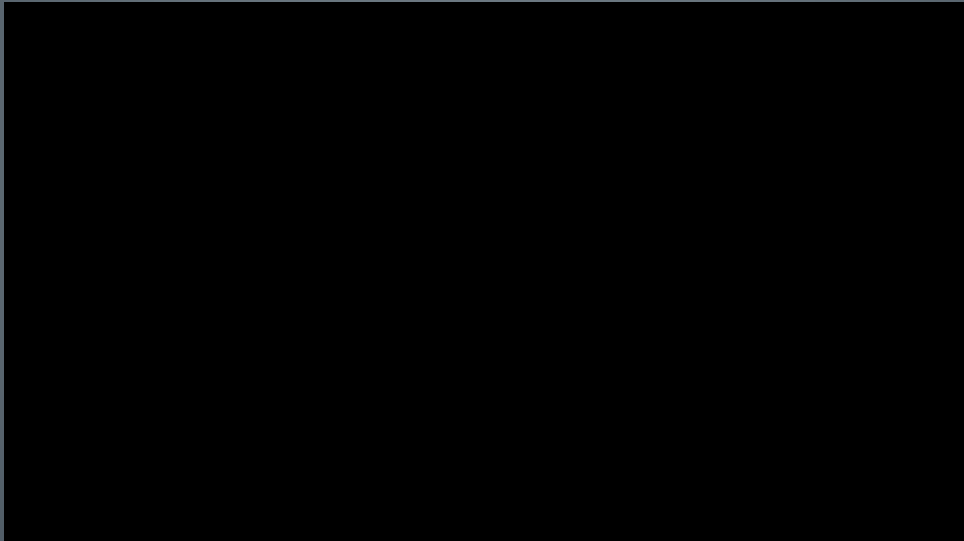
-Sir Terry Pratchett

The Three Human Interactions

- Cooperation
- Competition
- Accident

The Narratives for Each Interaction

- Cooperation
 - Maximizing the size of the pie
- Competition
 - Fairness



The Narratives for Each Interaction

- Cooperation
 - Maximizing the size of the pie
- Competition
 - Fairness
- Accident
 - Foreseeability

Using this insight

- Identifying which type of interaction you are dealing with can substantially improve your analysis of a situation and your ability to persuade others about a course of action.
- There are lots of different stories within each of these narratives.
- Human interactions do not exist in isolation and frequently change.
- Changing the narrative is often about changing the scope of consideration.

Using the Narratives

- **Understanding Change:** How are human interactions being disrupted or changed? What new interactions are occurring?
- **Developing Policy:** Are we trying to maximize the pie, create a level playing field, or accurately invest in risk prevention / accident promotion?
- **Shaping Behavior:** Cultural change involves helping people see new interactions or reconceptualize existing interactions.
- **Managing your Team:** Helping your people understand their own interactions and their opportunities for new interactions.