NSDTA Showcase Series:
Inspiring Action Using Stories from the Past, Present, and Future
New Mexico Human Services Department
Presenter: Lawrence Mirabal
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2022 NSDTA Education Conference
Spokane, WA
October 16th-19th

- Important Dates:
- Call for Proposal Now Open until April 8th
- Registration - April
- Scholarship and Award Nominations - May/June
NSDTA Showcase Series:
Inspiring Action Using Stories from the Past, Present, and Future

New Mexico Human Services Department

Presenter: Lawrence Mirabal
WHAT IF?
WHAT’S DIFFERENT?
WHAT WAS THAT?
• The Science of Inspiration
• Inspire action through stories
• A storyteller's mindset
• The SEAL Team story
SCIENCE OF INSPIRATION

NERD ALERT!
Three core characteristics of inspiration:

- **Evocation** – external stimulus (an Aha! Moment)
- **Transcendence** – awareness of new possibilities
- **Approach Motivation** – expression to move forward or take action to achieve a goal

Source: Thrash & Elliot, 2003
SCIENCE OF INSPIRATION

Two distinct processes:

• **Passive – Being inspired by**
  - Virtues of others
  - Beauty
  - Music
  - Works of art

• **Active – Being inspired to**
  - A compelling vision of the future
  - Stimulus to change (triggers motivation)

Source: Thrash & Elliot, 2003
HOW CAN I INSPIRE OTHERS?
INSPIRE ACTION THROUGH STORIES

Everything starts with a story.

Joseph Campbell
INSPIRE ACTION THROUGH STORIES

Stories trigger emotions...

...emotions determine behavior
INSPIRE ACTION THROUGH STORIES
...of the Past, Present, and Future

The Storyteller
- Be yourself and speak with purpose
- Know your audience
- Show up to give
- Take your time
- Be confident but humble & gracious

The Story
- Human-centric (data doesn’t inspire)
- Start with a big picture of the present
- Share a relevant and vivid story of the past
- Restate the present in greater detail with actions
- Compelling vision of the future once we get there
INSPIRE ACTION THROUGH STORIES
...of the Past, Present, and Future
IN ACTION
STORIES OF THE PAST, PRESENT, FUTURE...
EXAMPLES

In politics

In Movies

In Business & Education

Your time is limited, so don’t waste it living someone else’s life.
- Steve Jobs
What if they don't buy in?
DIFFUSION OF INNOVATION THEORY

Source: Everette M. Rogers, 1962; Simon Sinek
A CRISIS IN THE PUBLIC HEALTH WORKFORCE

INTENT TO LEAVE
Nearly 1 in 3 public health employees say they are considering leaving their organization within the next year.

REASONS FOR LEAVING

- 49% Pay
- 41% Work overload/burnout
- 40% Lack of opportunities for advancement
- 37% Stress
- 37% Organizational climate/culture

39% of employees who are considering leaving said the pandemic made them more likely to leave.

Source: governing.com
CAN YOU IMAGINE...?
INSPIRING ACTION – THE SEAL TEAM STORY
THE SEAL TEAM MINDSET

Service

“Everything we do from this point forward is to serve others.”

Excellence

“We pursue excellence everyday even knowing that we may never achieve it.”

Attitude

“We know that attitudes are contagious. Be positive always.”

Leadership

“If we are to change our world for the better, we must lead others through change.”
**Vision:** Work as one team, centered around excellence and innovation, devoted to passionately serving and empowering New Mexicans to better their lives.

- **Our customers**
  We commit to our customers - We commit to excellent customer service by treating each New Mexican with dignity and respect to ensure every qualified individual receives timely and accurate benefits.

- **Our culture**
  We cultivate our culture - We cultivate an empowering, trusting, and collaborative environment to achieve excellence in our work and our impact on New Mexicans.

- **Our people**
  We invest in our people – We invest in our people through recognition and development opportunities in order to grow passionate, committed leaders within ISD.

- **Our systems**
  We innovate our systems - We harness innovation to ensure our systems facilitate efficient work, access to services, and communication.

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**ERA of the PEOPLE**

*Investing for tomorrow, delivering today.*
What if we all had a SEAL Mindset?
Thank You!

Lawrence Mirabal
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Income Support Division
Lawrence.Mirabal@state.nm.us
RESOURCES

• Inspiration as a Psychological Construct – Thrash & Elliot: https://www.researchgate.net/publication/10796715_Inspiration_as_a_Psychological_Construct
• Writing an Inspirational speech (Sinek): https://www.youtube.com/watch?v=UuTimNRf1Tw&t=375s
• 7 Powerful Public Speaking Tips (Sinek): https://youtu.be/4DrRr9JX1Uk
• The Law of Diffusion of Innovation (Sinek): https://www.youtube.com/watch?v=N9d0NgSvtWA
• Start with WHY – How Great Leaders Inspire Action (Sinek): https://youtu.be/u4ZoJKF_VuA
• Article: Public Health Employee Survey Reveals a Workforce Crisis: https://www.governing.com/now/public-health-employee-survey-reveals-a-workforce-crisis?utm_campaign=Newsletter%20%20GOV%20%20Daily&utm_medium=email&_hsmi=208379399&_hsenc=p2ANqtz-bbjbc7cBM8k31gBcTmXlk4hUsuZA5bJJp0KvSeLeHjVBEIfUipJlp3Try3KY5oguj2Z8DdCh7rd55D5fyWg-ZYzDnt3l8ZjpwJ01By9hgss&utm_content=208379399&utm_source=hs_email

Videos:
Ronald Reagan’s Farewell Address: https://www.youtube.com/watch?v=FjECSv8KFN4
Barack Obama’s 2007 DNC Keynote Speech: https://www.youtube.com/watch?v=ueMNqdB1QIE
Jim Carrey’s Commencement Speech at Maharishi University: https://youtu.be/g2rVDCrt6QY
Remember the Titan’s Gettysburg Scene: https://youtu.be/uigdA1B3_Nc
Steve Jobs Stanford Commencement Speech: https://youtu.be/Tuw8hxzFBH8
Dead Poets Society Carpe Diem Scene: https://youtu.be/E5t3ZzZv8_U