**A Grains of Truth of Sand Tale**

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TRUE STORYTELLING SYSTEM (TSS)

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**Did you know** **Every single grain is different**?[[1]](#footnote-1) Every person is like a grain of sand.

****There are no two grains of sand alike in the world. Sand is made of what is available. Some sand is made of coral, fragments of other shells, or bits of volcano. Other sand beaches are made of small stones such as granite, jasper, quartz, and bits of glass, aluminum, and plastic rolled smooth by the waves of the lake or ocean. Therefore, every beach is different. Look through a microscope at grains of sand and you will see what we are saying is true. We like the blue spiral sand grain in the middle of this microscopic photo. We notice the color variations, the different textures. Every grain of sand, has a story to tell. Every customer is different, every organization, and everyone in them is different. Each has their own truth

Sifting the sand-grains of truth, to get closer and closer to self-correcting what’s true means respecting the grains of sand that are already there.

Similarly, each snowflake is unique, but snowflakes together an create something, more than alone. A snowball. A snowman. Snowpack to feed a great river. Snow drifts. We are like the different unique snowflakes.

We have just introduced two important principles of TSS without stating them.

**7 True Storytelling Principles**

1. ***Truth***: You yourself must be true and prepare the energy and effort for a sustainable future

2. ***Make room***: True storytelling makes spaces respecting the stories already there

3. ***Plot***: You must create stories with a clear plot creating direction and help people prioritize

4. ***Timing***: You must have timing

5. ***Help stories along***: You must be able to help stories on their way and be open to experiment

6. ***Staging***: You must consider staging including scenography and artifacts

7. ***Reflecting***: You must reflect on the stories and how they create value

Which principles do you notice in the ‘Grains of Truth Sand Tale’? We will give some hints.

First principle literally. Each grain of sand has a truth, an energy, and a sustainable future.

Second principle literally. Each grain of beach sand makes room respecting the grains already there.

Can you do the other 5 principles literally?

**What is Fake Storytelling System?** FSS treats all grains of sand as if they are NOT different, unique, and worthy, all the same. In TSS, we respect each coach, each trainer, each consultant is different. And the organizations and leaders they serve, are each quite different.

Don’t you hate it when your boss hears only one side of the truth, without asking your side?

Don’t you hate it when your organization is spinning a Fake Storytelling and you are standing on the sideline?

In terms for grains of truth, FSS brands with one truth fits all, with one-plot, one history, one heroic story (usually founder or each new CEO), and the old normal of business-as-usual is stuck in-the-past, and cannot change paths to a new normal, a new future. Already we have put several TSS principle before you, in this comparison with FSS. Can you say which ones?

The difference between TSS and FSS. FSS tries to treat one grain of sand as the whole of what’s true, by ignoring all the other grains of sand. Corporation keep ‘branding’ themselves. Branding is a way of fooling themselves. It is the spin of FSS. Branding does keep people moving in one direction. Rebranding is difficult. The diversity of people, old ones leaving, new ones entering the mix, affects changing in dynamic situation. This makes TSS difficult to get past increasingly FSS. Why. Context loses ensemble leadership, and old skills leave, and in doing together-telling you need to value the elders. There is not just ONE truth, spun in the Branding Room (xii), everyone in the organization and throughout its supply chain and each customer is unique.

**What are the consequences of Fake Storytelling System (FSS) for Organizations.**

1. FSS is branding one-hero, one plot, one grain of truth. Practicing that means subtle, important, and powerful skills and competencies in True Storytelling have been coming to an end. Walter Benjamin observed this in 1936.
2. FSS has divided people into our truth, against your truth, without any way to find common ground on the sands of truth. The result is leaders fear bringing people together to participate, to engage in endless us-vs.-them.
3. FSS turns different grains into one-grain imitated by all. This makes change and development impossible. This is because the old normal business-as-usual becomes the next project for the future. Result no change, except in new wording of the advertising.
4. FSS is not sustainable. Why? It becomes spin-doctoring, controlling the narrative, greenwash, Fake News, as the executives and board seek consultants and trainers to stay the course, without any participation from people in their own organization. Result is people in organizations are treated as things, as resources, as replaceable objects, not with any dignity or value for their grain of truth.
5. FSS builds up a wall of resistance by the people in the organization to the latest change initiative from above. Better to wait for this CEO or VP to replace by the next one, who might be more open to listening.
6. FSS replaces the Natural World with a Fake World. Fake Worlds lack answerability to intervene in Fake Systems to set things in a true course.

True Storytelling System (TSS) is about finding our own path in together-telling, while respecting other people paths. True Storytelling is not persuasion. TSS begins in together-listening because the purpose is co-creation. Instead of taking up one side of the truth, one-grain of truth, and treating it as the whole Truth.

As a consultant, coach, or trainer, we can help you find your own Sand Tale. How? Learn ancient skills of wisdom of together-listening, together-telling, and ensemble leadership in the TSS. You will sleep better, act from an authentic center, and help end fakery.

TSS is built upon for books you can order on Amazon.

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On-the-go learning

All courses are available on mobile, tablet and computer. Practice at your own pace.

**What is the TRUE STORYTELLING SYSTEM?** We train the trainers, train the consultants, and train the coaches your organization can use. If you are a trainer, consultant, or coach we also offer certification in the True Storytelling System (TSS). TSS is an ethical principled path for sustainable change (Meet co-founder David Boje in his blacksmith shop <https://www.youtube.com/watch?v=dJFK-OU2994>). TSS trains in process consultation. What is different about TSS is ethical practices of together-telling (Meet co-founder Jim Sibel <https://truestorytelling.org/wp-content/uploads/2022/11/TSI.ethics.03AUGl22.js1_.mp4>). The way that we at TSS do the together-telling is what makes a difference from many other ‘train the trainers’, ‘train the consultants’, ‘train the coaches’ systems. TSS is part of True Storytelling Institute (meet co-founder Lena Bruun <https://www.youtube.com/watch?v=b6AanoQT0s0>). Meet all the founders <https://truestorytelling.org/about/founders/>

TSS is not a debate, it’s not mediation, it’s co-creation. It starts with together-listening so the together-telling arises in active listening. Its result is ensemble leadership. It’s not persuasion storytelling. It’s how to do True Storytelling System (TSS) from multiple perspectives in a co-creative process. Our TSS methods bring in, in different ways, different voices in different ways. One of those methods is conversational storytelling. In this introduction, we will introduce how and why TSS is not a Fake Storytelling System (FSS). Meet our Certified TSS trainers <https://truestorytelling.org/about/trainers/> If you want more info see <https://TrueStorytelling.org>

One way to explain ethical TSS difference from FSS is with what our Danish partners, Jens Larsen, and Lena Bruun call ‘*sandhedsfortaelling.’ Meet Jens Larsen* [*https://www.youtube.com/watch?v=AwIxWkmYH4E*](https://www.youtube.com/watch?v=AwIxWkmYH4E)There is no direct translation of the Danish word *sandhedsfortaelling* into English. In our True Storytelling book, we say ‘Truth’ (*sandhed* in Danish) is like sand-grains of truth on a beach (page xii). Each grain of sand is unique and different. Each person’s truth telling is different. Together they are the beach. Together in an organization a thousand people have a thousand truth tellings. TSS, therefore, is like the individual grains of sand (*sandkorn* in Danish) rubbing and sanding each other in the rolling waves upon a beach. TSS, in together-telling and together-listening is like the particles of sand rubbing the edges off, while preserving uniqueness. What is Organizational Storytelling? See interview with Grace Ann and David <https://www.youtube.com/watch?v=c3ybrSDIdCM>

**Certificate Program**

**Level One Certification** requires successful completion of the Foundation Ethics Module and two advanced modules such as DEI or ODC, after which you will receive a True Storytelling Institute® Professional Proficiency Certification.

**Level Two Certification** requires successful completion of Level One and the Train the Trainers in True Storytelling Module, after which you will receive a True Storytelling Institute® Trainer Proficiency Certification.

For more information: Please write us: [info@truestorytelling.org](mailto:info@truestorytelling.org)

Go to Courses <https://truestorytelling.org/courses/>

**TSI – Ethics Foundations Module** is designed by the True Storytelling Institute® to provide a solid foundation of the seven fundamental principles and processes of True Storytelling, serving to instill insight into opportunities for creating positive changes in your own life as a person, consultant, coach or manager.

**Diversity, Equity & Inclusion** 2.0 is designed by the True Storytelling Institute® to take DEI training to the next level by providing deeper insights into how the True Storytelling process can bring a better understanding among diverse groups in communities, organizations, and teams, by building on the Foundation Module.

**Organizing, Developing, and Changing 2.0** is a True Storytelling Institute® course that provides an entirely unique perspective on ODC utilizing new tools and processes through True Storytelling to plan, facilitate and reflect on creating positive change and long-term commitment to positive change in organizations and communities.

Meet up for FREE Thursdays 9AM Mountain Time Zoom Link <https://us06web.zoom.us/j/8950795007?pwd=b1BnMVVXT3V6UDRZUVFmMkU2NzQydz09>

More info <https://truestorytelling.org> or email [davidboje@gmail.com](mailto:davidboje@gmail.com) We invite you to stop by our TRUE STORYTELLING SYSTEM (TSS) Weekly Zoom Meeting 9AM-10:30AM MOUNTAIN TIME ZONE Thursdays & its Free to anyone. Please get the word out (it’s for training trainers, consultants, & coaches) in ethical practices to sustainable organizational development, and change.

In U.S. or Canada go to ALIGNABLE.com <https://www.alignable.com/events/1414625/join>

See info at <https://www.alignable.com/las-cruces-nm/true-storytelling-coaching-consulting-training> OR

Out of U.S. please use this link (works for U.S. & Canada as Well) USE ZOOM Link <https://us06web.zoom.us/j/8950795007?pwd=b1BnMVVXT3V6UDRZUVFmMkU2NzQydz09>

More at <https://truestoryteling.org>

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Description automatically generated or 575-936-9578 cell between 9AM and 5PM or email [david@davidboje.com](mailto:david@davidboje.com)

1. Sand grains are each different. Image comes from <https://i.insider.com/52e6bdc36da8115821bafaef?width=700&format=jpeg&auto=webp> [↑](#footnote-ref-1)