

From Data to Action

Telling the Transportation Story That Moves People

LANCASTERLEADERSHIP.COM

Arizona Transportation Policy Summit
Julie Lancaster, October 14 2026

Medical Lab & The Team Meeting



Into Practice: 3 Starting Points



Relationship first. Action second

Ask for help in solving problems

Seek innovation through collaboration

COG & Interdisciplinary Planning



The 3 Motivators Of Modern People

- Purpose
- Community
- Growth

Jack Altman, *People Strategy*

Into Practice: Discuss Collaboration Challenges

Practice fierce active listening. Drop ego



AZ Transportation Policy *influence* challenges:

1. **Funding:** Influencing policymakers to address Arizona's long-term transportation funding gap.
2. **Navigating state needs:** Making the case for transportation investment amid education, water, and transportation needs.
3. **Collaboration among regions:** Building statewide consensus across urban, suburban, and rural transportation priorities.
4. **Multiple Stakeholders:** Influencing decisions across multiple stakeholders, agencies, governments, tribes, bike/ped, freight, congestion, transit, borders, etc.
5. **Rapid Change:** Influencing transportation policy quickly enough to keep pace with rapid technological and mobility changes. Zero occupancy vehicles, technology, air mobility.

Engagement Activity

#1

What did you do this morning before you came here? Be detailed.

#2

What is a strength and a growth area that your work team possesses currently?

#3

Speaking of "telling your story," what ideas do you have regarding a story you might want to tell?



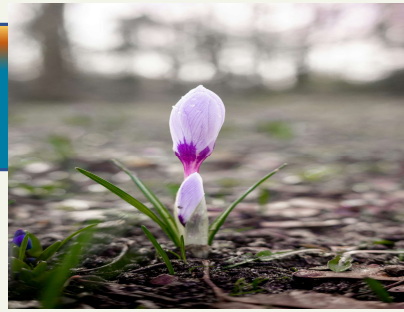
From Data to Action: Your Stories



How are you at telling stories?

When people *feel*, they are 261% more likely to take action

Into Practice: R.E.S.T. Method



Relate: Share a story because your audience has a particular interest in the subject, or it illustrates a point that is relevant to *them*.

Engage: Use eye contact, pause, and make sure they are with you. Ask micro-questions that elicit a nod, like "Does this sound familiar?" and then keep going.

Short: Be concise and focused. People will get antsy if it's too long.

Theme: What's the bigger point? Time management, resilience, a funding need, optimism, creativity, etc. What details are important to keep or exclude to illustrate your point?

Day 1 & Kilimanjaro & Risk



Into Practice: Create Trust



Create psychological safety. Be deep (and brave)

Psychological safety:
a feeling of safety needed for interpersonal risk-taking

FDA, Stories, Inspiration & Research



Into Practice: Stories & Inspiration



Prioritize:
Story-telling
(true, personal, short, relevant)
Connection moments

21 & Alaska & Our Uniqueness



Into Practice: Confidence & Connection

Delete the routine update

Bring unique lived-stories & generation-highlighting experience into your meetings

Starting with seeds:

What are 1-2 current stories that you could potentially create to advocate for funding, explain a project, build public trust, or align with stakeholders? (A:card)



150 Events, PoC, More similar, Kid, & Cancer



Into Practice: Relationships & Forward-looking

Ask: Is it a communication, skill or will issue?

Share vulnerably

There are many potential solutions that have proven results. *And hope*



The Living Room & Feedback Seeking



Into Practice: Feedback & Change

Initiate feedback

Better questions = better answers



Mother's Day & Resilience



Resilience: Bouncing forward

The ability to effectively address

challenge, change, and complexity, in a manner that allows us to be enhanced by the experience, not diminished.

Dr. Taryn Marie Stejskal

- Death of a loved one
- Severe health issue
- Heart broken
- So scared

Into Practice: Share resilience



Stories for Influence & connection: Try it!

advocate for funding
explain a project
build public trust
align with stakeholders
(B:card & then REST)

Your Story Is Already There.

Here's how to craft it.

THE STRUCTURE

Setup. Tension.
Turning Point. Change.

One structure, proven since 1863. Still the shape behind every story that moves someone to act.



THE SCIENCE

Tension Earns Attention.
Resolution Earns Trust.

Character-driven stories trigger cortisol, then oxytocin - the chemical proven to predict who actually gives.



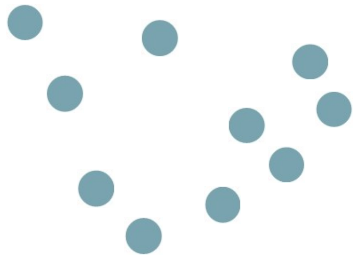
Source: Paul Zak, Claremont Graduate University

BE SPECIFIC

One Person.
One Moment. Not a Mission.

People give more attention to one named person than to a statistic - even for the same cause.

1

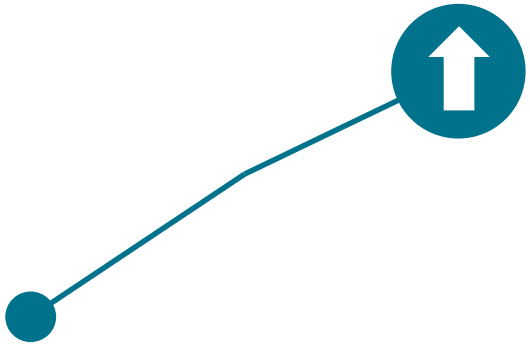


Source: Small, Loewenstein & Slovic (2007)

THE ASK

Make the Ask at the Peak.

Let the data confirm after emotion - logic too early breaks the spell.



Source: Green & Brock (2000)

Thank you! **A free guide** AZ Transportation Policy Summit:
The 6 Most Important Competencies for Teams

SCAN ME



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Coaching * Training * Retreats

6 Storytelling Pitfalls

Resume	Turning the story into a résumé instead of a single moment
Too soon	Teaching the lesson too soon
Sanitizing	Sanitizing the struggle
Hero	Making yourself the hero instead of the human
Sensory	Forgetting sensory grounding
Emotion	Ending without an emotional turn

How I Craft A Story

- Catch it (2 days or 2 decades)
- Write in full detail (And maybe get feedback)
- Practice out loud
- Record & listen
- Bullet points & practice
- Practice without notes

YOUR TURN

Find Your One Moment. Right Now.

When did you know this had to exist? Write it down. That's your story's turning point.