



# The Power of We

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What creates  
powerful  
outreach?



**we [wee] *verb***

find common ground in the values  
and experience of another

do you see  
yourself in this  
picture?



the water we drink



our poo and pee

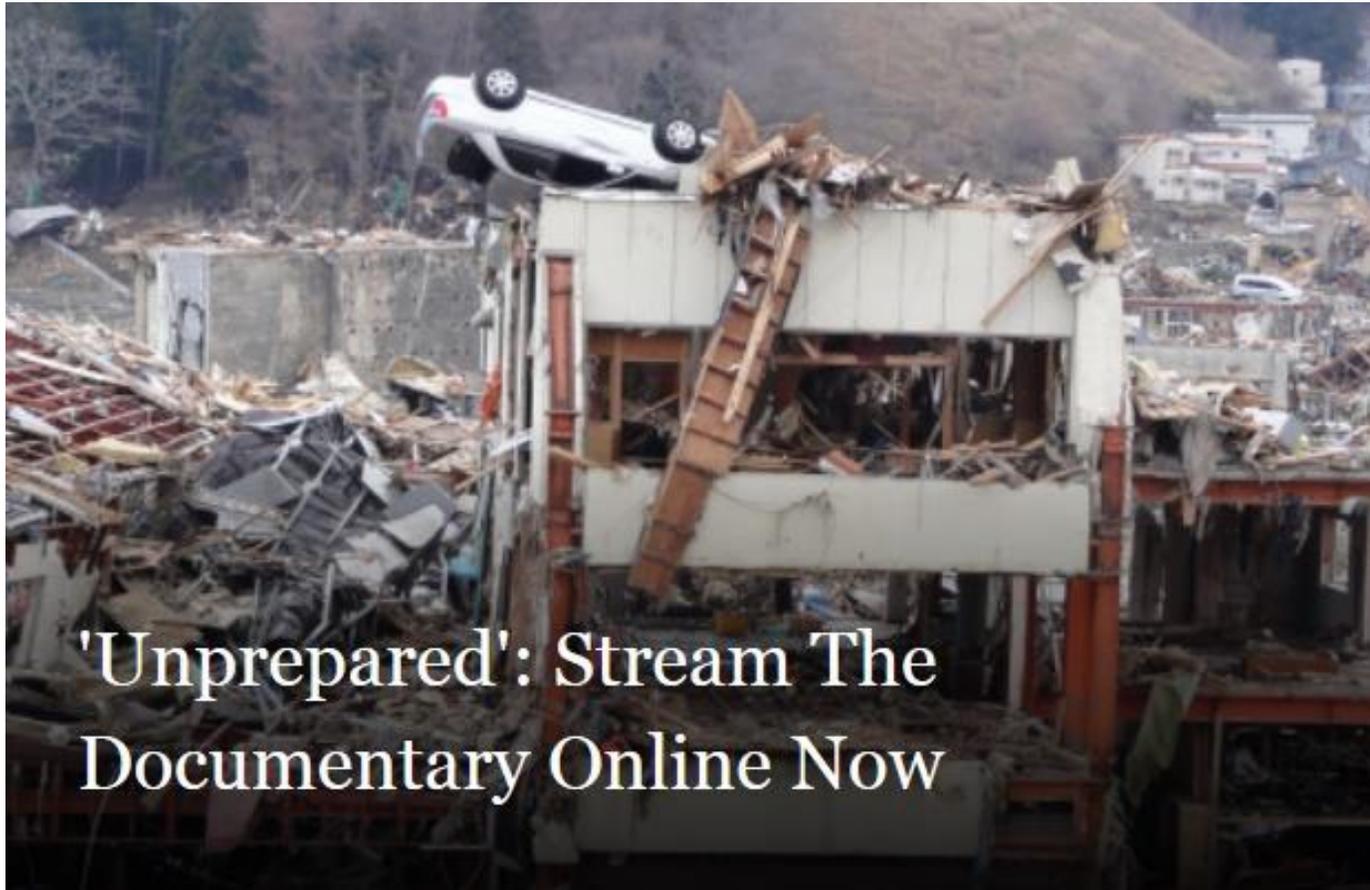
# Willamette Water Supply

*Our Reliable Water*

why does  
this work?



what about this?



**them [*them*] verb**

the act of out-grouping another person  
or group of people

# what's our national sport?



**baseball?**



**“them”ing**

we need to  
think about  
how we are  
thinking



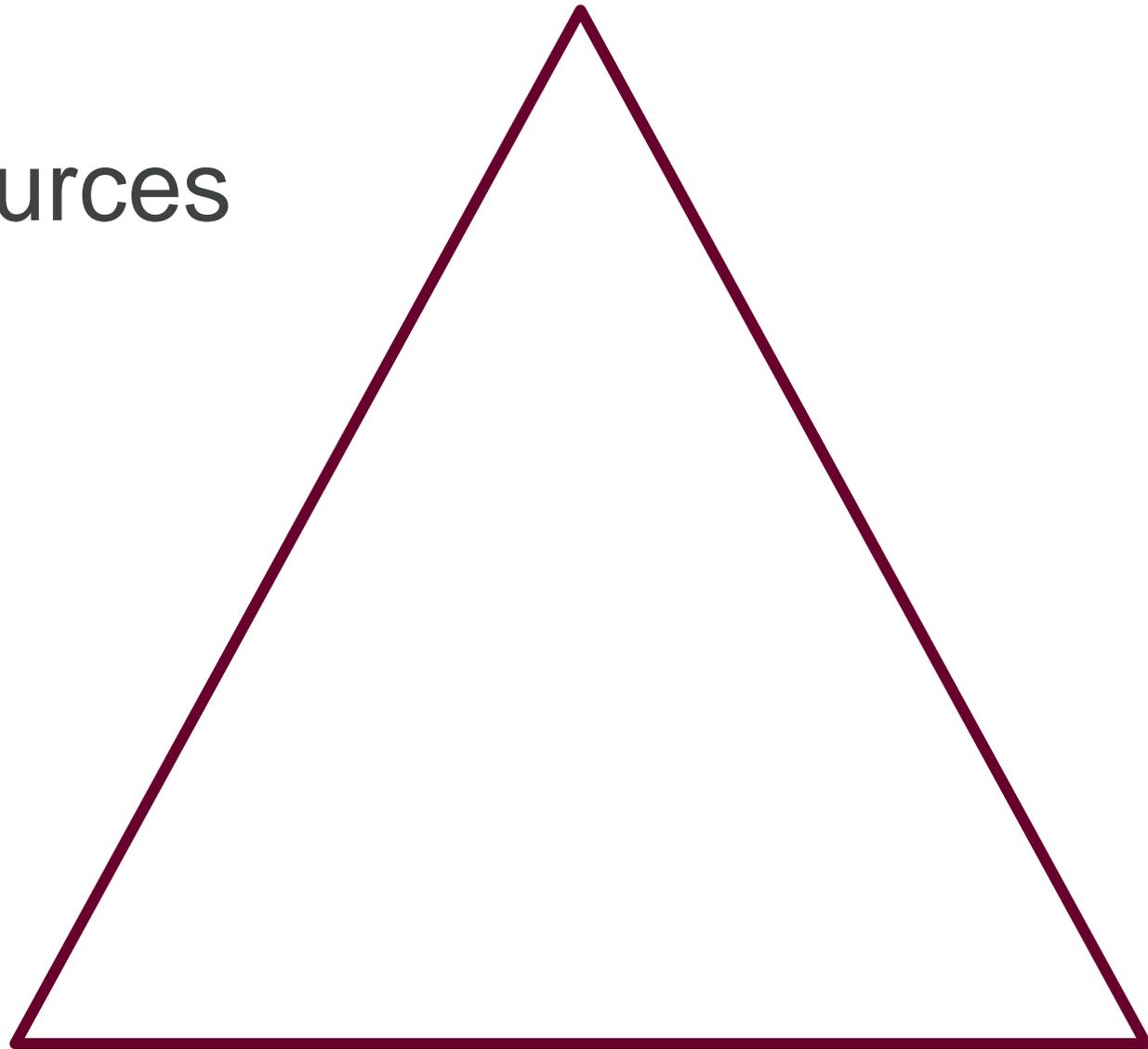
Do these girls like being “them”ed?



how about these people?



power,  
access to resources



# BLACK LIVES MATTER



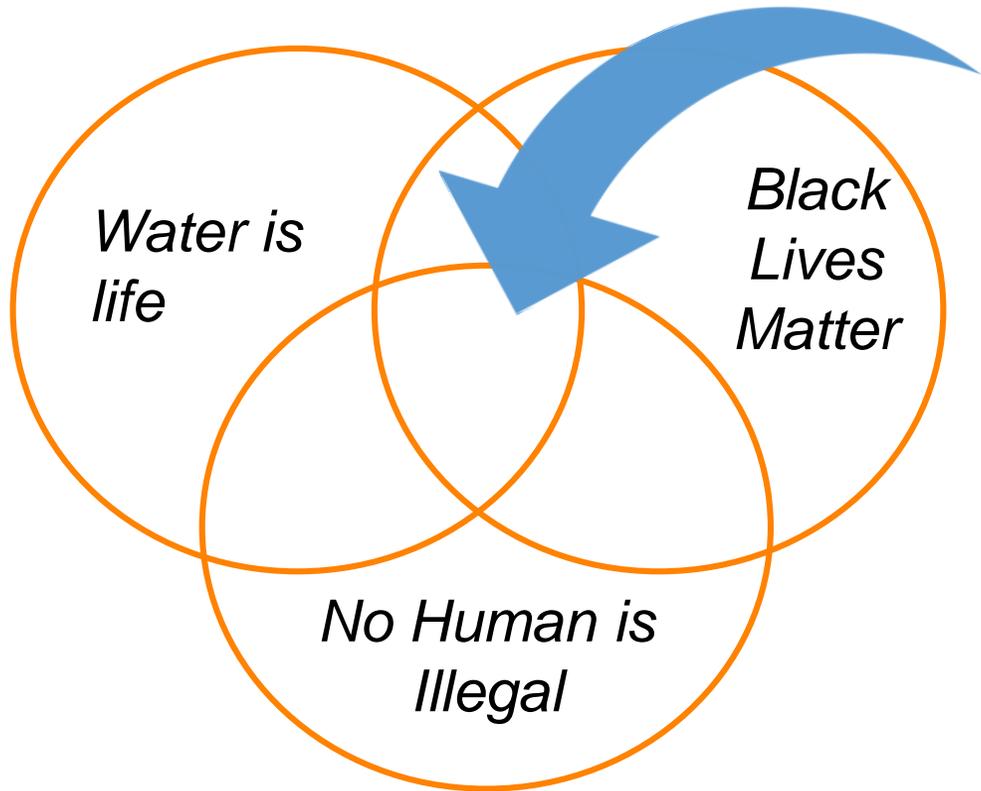


# NO HUMAN BEING IS ILLEGAL

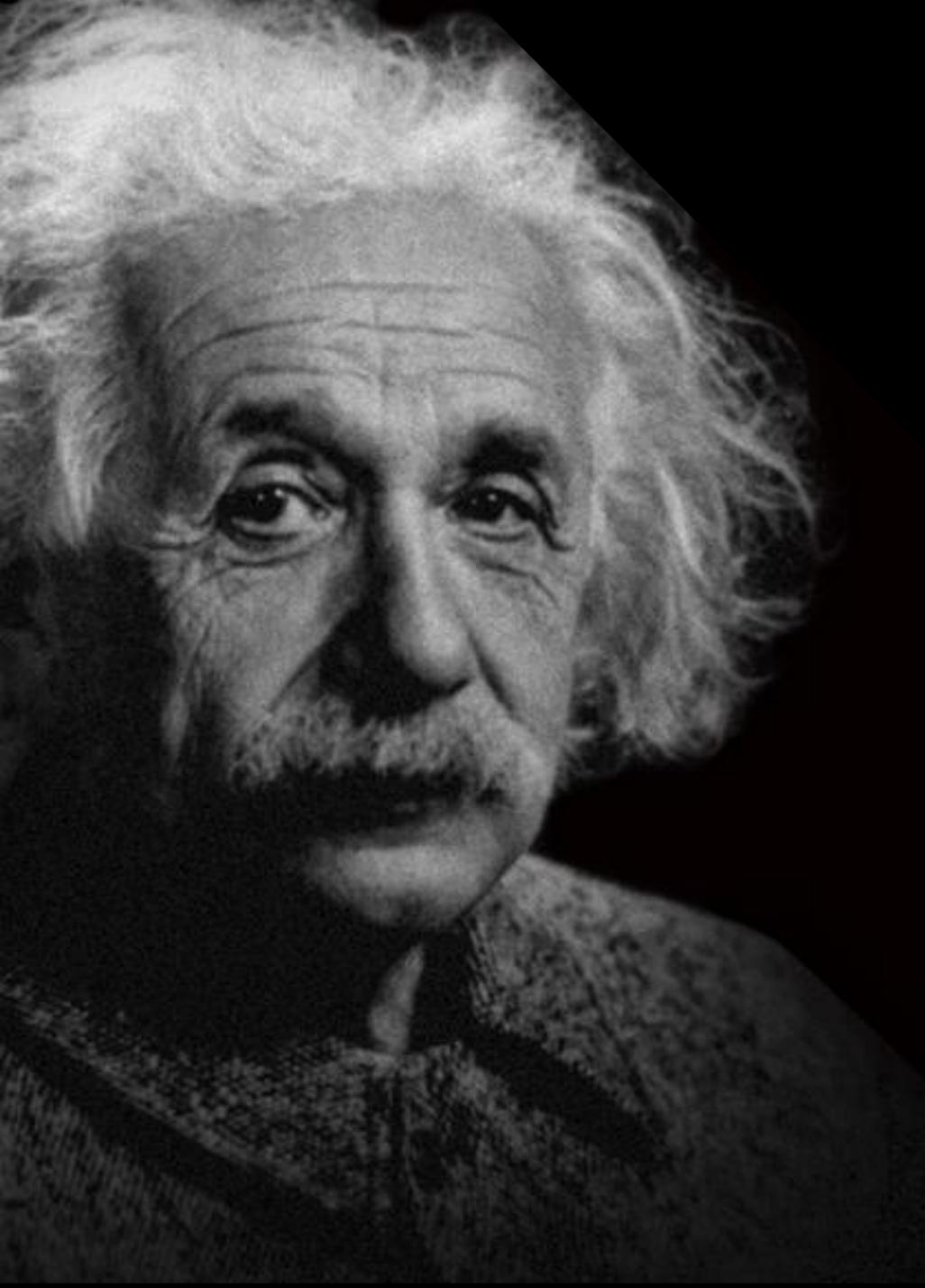
Human beings can be beautiful or more beautiful,  
they can be fat or skinny, they can be right or wrong, but illegal?  
How can a human being be illegal?

- Elie Wiesel





what we do to “them”



“We cannot solve our problems with the same thinking we used when we created them.”

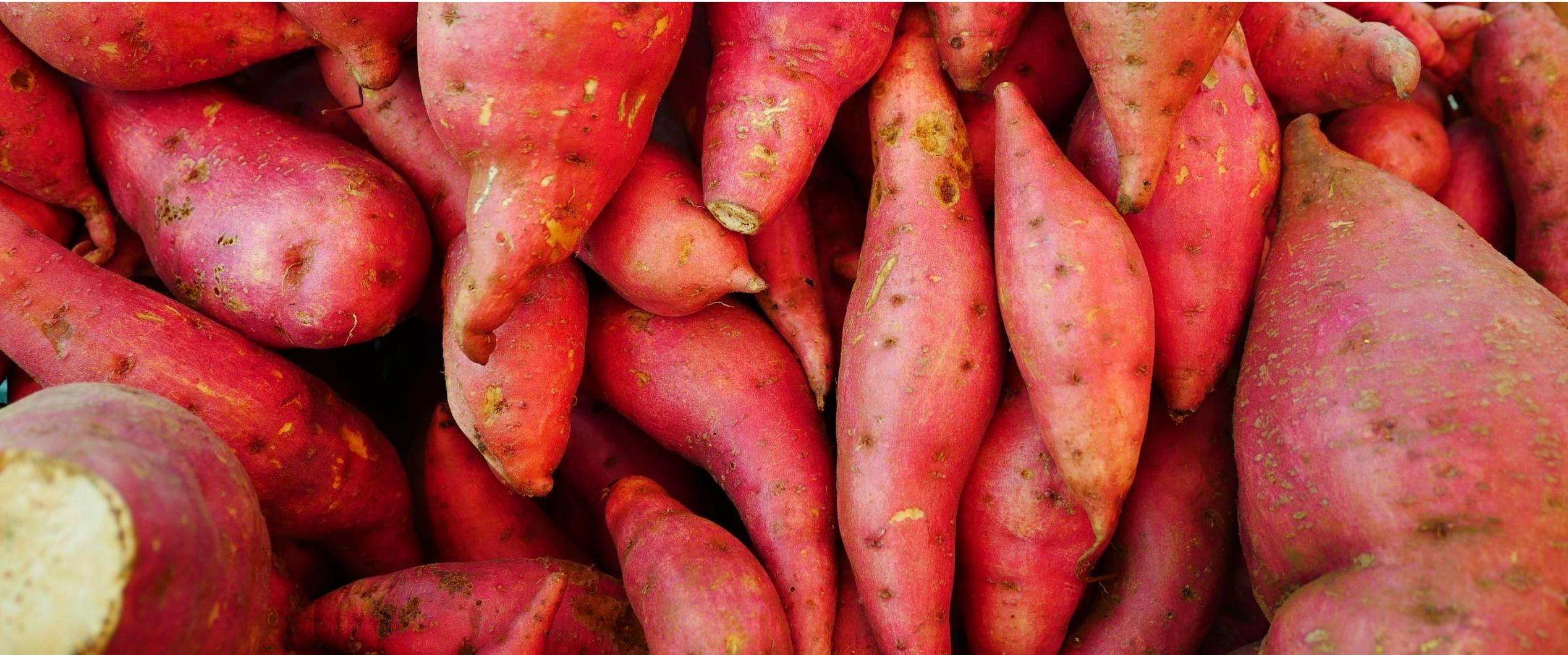
- *Albert Einstein*

# **Newton's third law of physics**

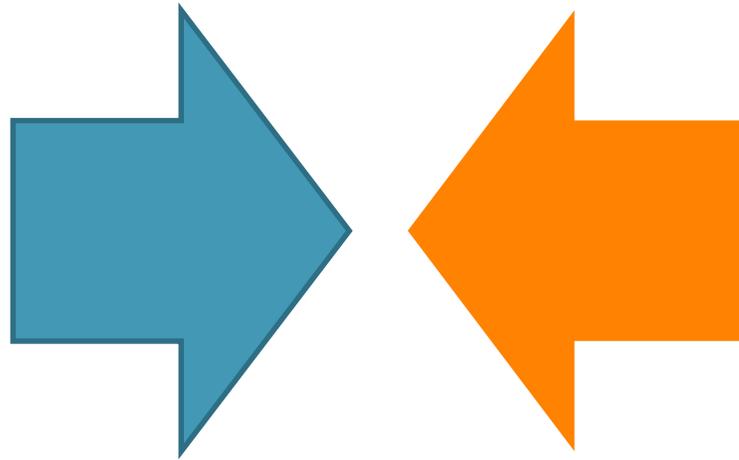
for every action there is an equal and  
opposite reaction

*that's why we never seek to convince*

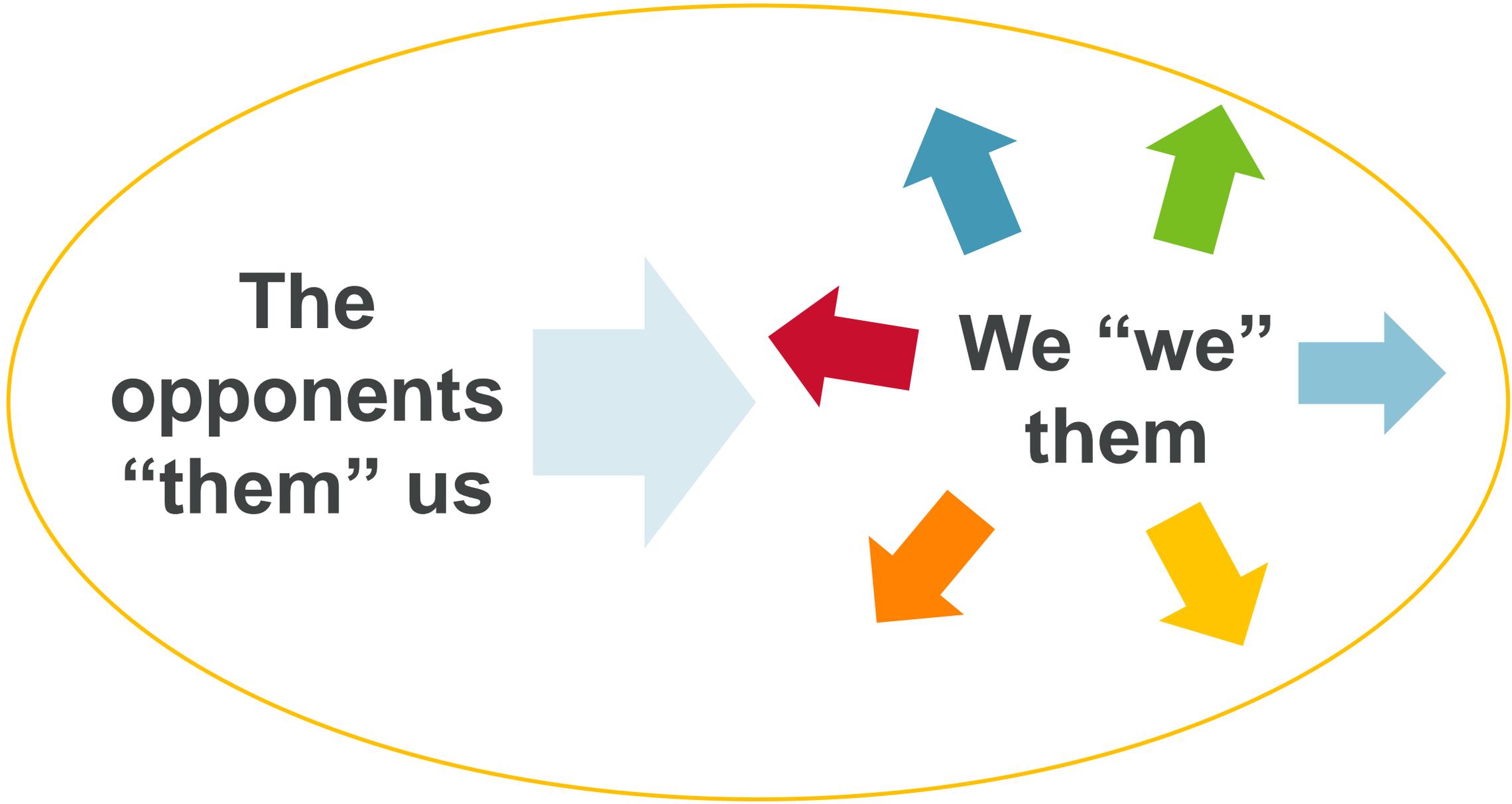
let's talk opponents for a minute



**The  
opponents  
“them” us**



**We “them”  
them right  
back**



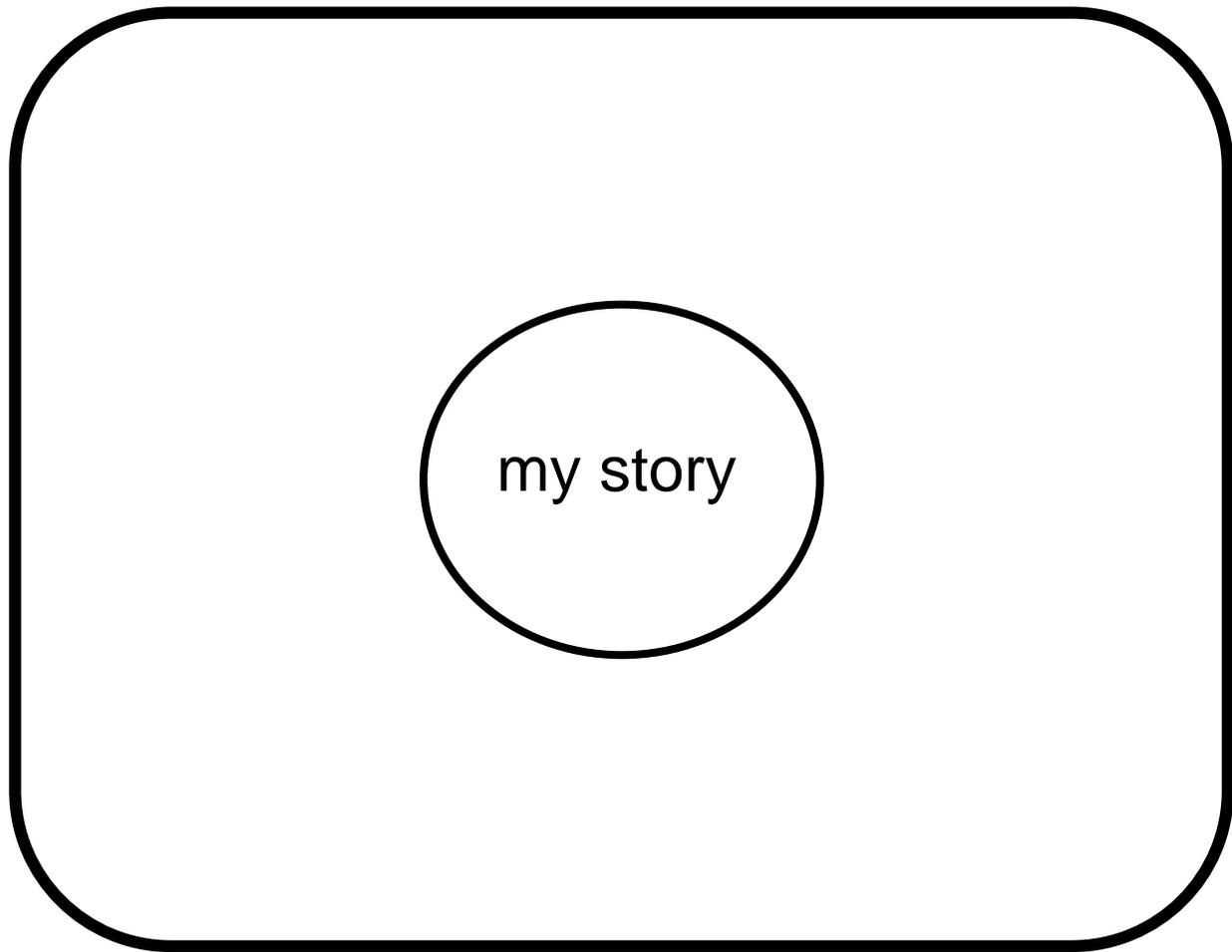
**The  
opponents  
"them" us**

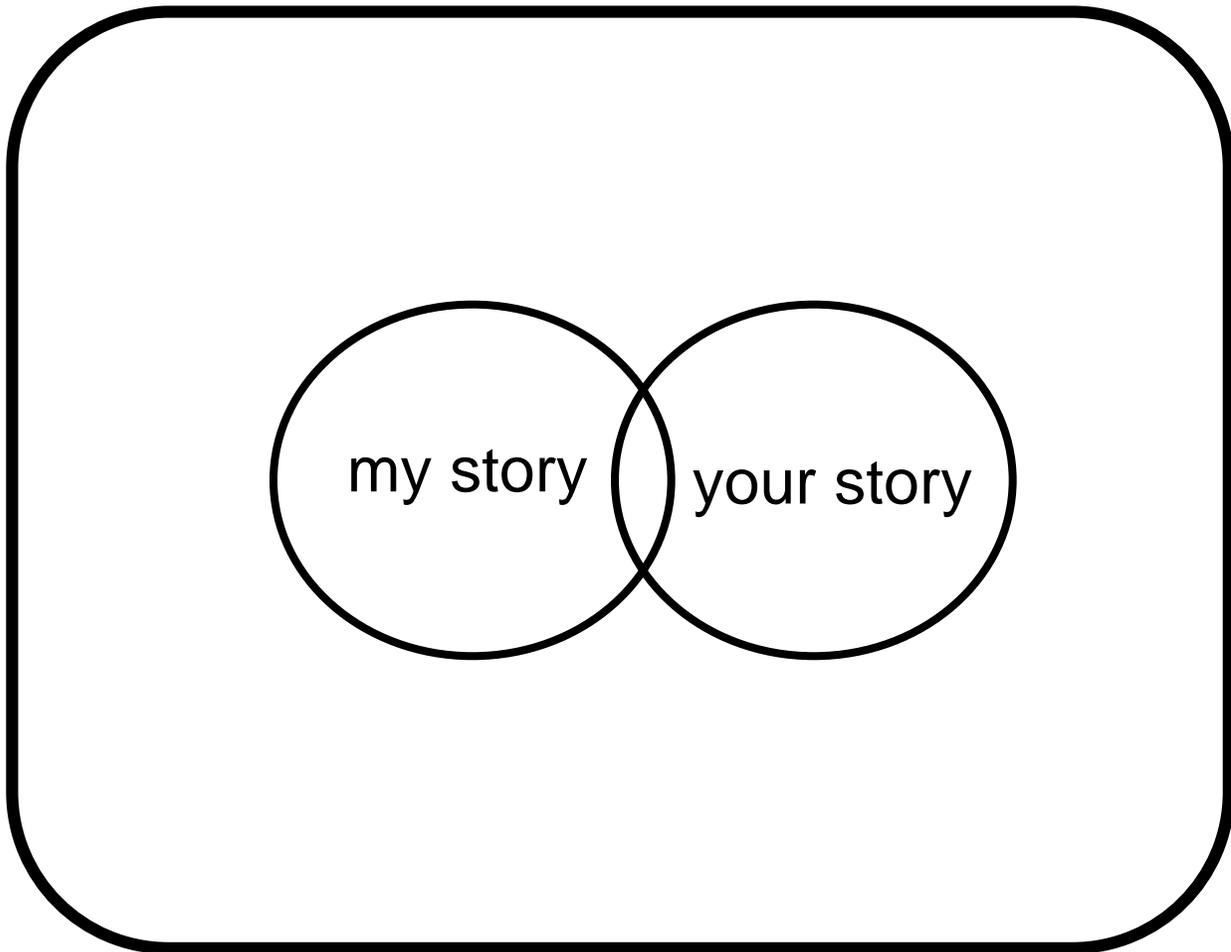
**We "we"  
them**

## **we [wee] verb**

find common ground in the values and experience of another, **choose** to see yourself and another as part of the same group

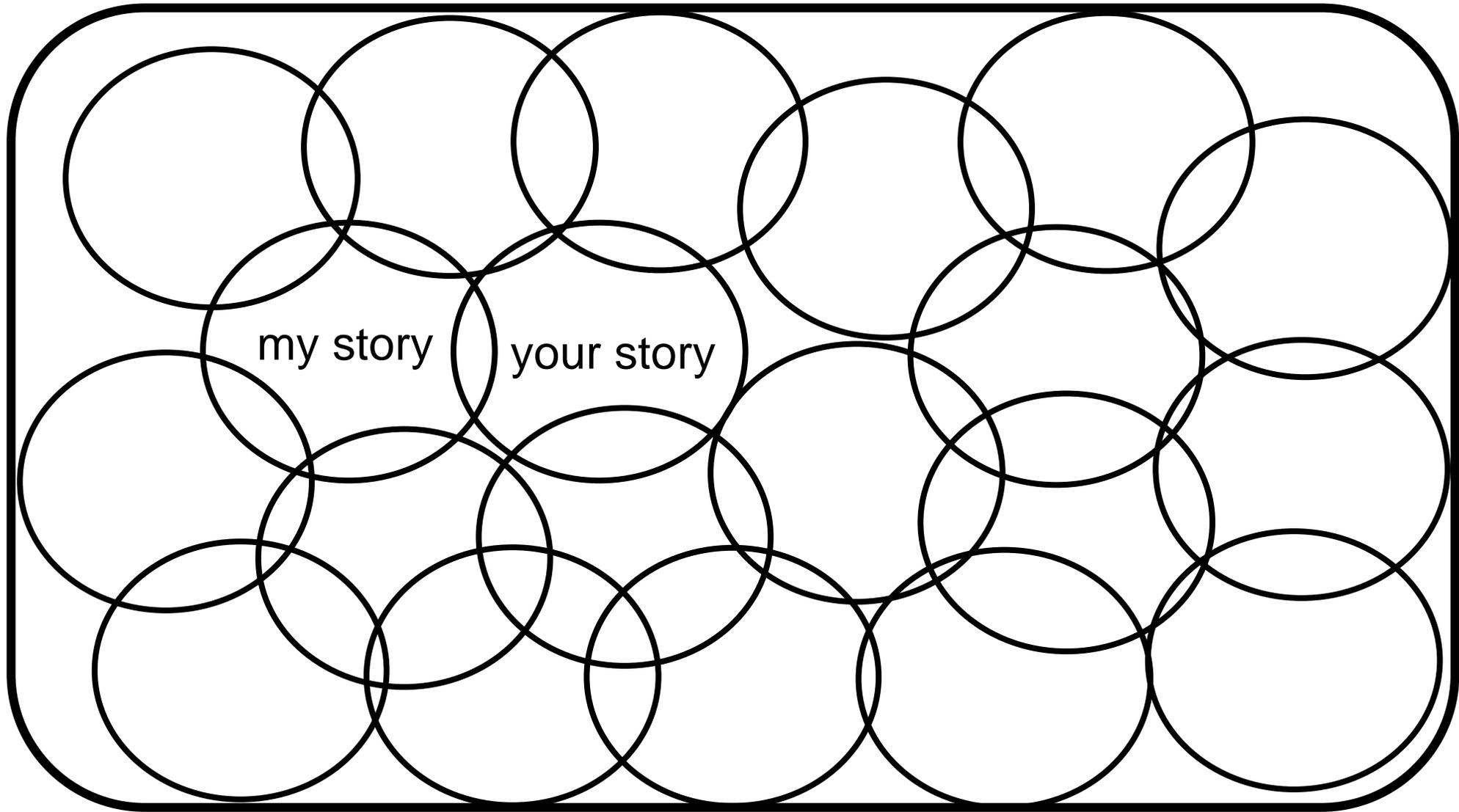
*we spend a lot of time doing the opposite*





my story

your story



my story your story

Reaching out to  
marginalized  
communities

Effort

Humility

Patience

Do the best you can until  
you know better.

Then when you know better,  
do better.

-Maya Angelou



How can you start living through the “we” lens





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