**Crafting Your Own Tribal Story**

(with special thanks to Wendy Larson for her thoughts, ideas and words on the subject)

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**Who is the tribe and what is a tribal story?**

A tribe as defined by Webster’s Dictionary is “a group of persons having a common character, occupation, or interest.” Our tribe is the group of people who are attending or have attended the Haas School of Business or the Berkeley Business School.

From this association we have a shared identity and this shared identity can be transmitted and reinforced by the stories we tell. Tribal stories tell us and remind us over and over again “Yes, that is who we are.”

“Tribal stories are powerful ultimately when they are internalized by most members of the tribe. This means they ultimately are owned by the tribe, not by some central communications plan owner, and they take on a self-sustaining life of their own. The original stories become seeds for new stories. The end result is that individual behavior is influenced over time by these shared ideas of what it means to be a member, how we are supposed to act and to treat each other. Each member of the tribe becomes a keeper of the lore.” Wendy Larson

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**Characteristics of a tribal story:**

Tribal Stories…

1. illustrate the characteristics and values we attribute to our group, and show them in action.
2. are identifiable. When told, we identify with both the feelings and the message.
3. feel good. They evoke positive feelings, such as pride, humor, allegiance.
4. are inspirational. They serve as a call to action to do more for the tribe, to embody those tribal characteristics and values.
5. are interesting. There is some element of drama or humor that makes us attend to the story when we first hear it, remember the story and then repeat it to others, especially the tribe’s newest members
6. are repeated often; they are told over and over again, often in different versions with different characters, but the same or similar "plots" and "morals of the story" are found in each telling.

So if our tribe is about stewardship, connecting, helping, etc., then our tribal stories would illustrate those characteristics.
Creating your own tribal story:

Take the time to read through the tribal stories submitted by the members of the Alumni Council. Can you identify with their stories? Do they jog your memory about your own quintessential “Haas” moment? Does your own story have some of the tribal story elements listed above? If you need to, write it down. The next time someone asks you what it was like to go to Haas or what it’s like as an alumni, maybe your story will illustrate your point perfectly.