

**How do we know:  
Recognizing Multiple Truths in  
Every Interaction**

---

**Planned Giving Round Table of Arizona  
2014 Summer Forum  
Mallary Tytel, Ph.D., M.B.A.**

---

---

---

---

---

---

---

---



**“We often confuse what we  
wish for with what is.”  
–Neil Gaiman**

(c) Simple Rules Foundation 2014

---

---

---


---

---

---

---

---



(c) Simple Rules Foundation 2014

---

---

---

---

---

---

---

---



**So, how's it going?**



(c) Simple Rules Foundation 2014

---

---

---

---

---

---

---

---



**The truth, the whole truth  
and nothing but the truth ...**

- Perception
- Relationship
- Communication
- Resources
- Psychological needs
- Values

(c) Simple Rules Foundation 2014

---

---

---


---

---


---

---

---



**And why does it matter?**



(c) Simple Rules Foundation 2014

---

---

---

---

---

---

---

---



## Just the facts, Ma'am ...

- Nonprofits require financial support to operate.
- Fundraising is a significant part of the nonprofit world.
- Funders are more and more demanding.
- Each of us contributes what we can to support our organization's mission.

(c) Simple Rules Foundation 2014

---

---

---


---

---

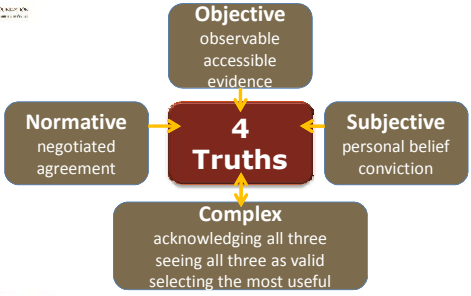
---

---

---



## 4 Truths



**Objective**  
observable  
accessible  
evidence

**Normative**  
negotiated  
agreement

**Subjective**  
personal belief  
conviction

**4 Truths**

**Complex**  
acknowledging all three  
seeing all three as valid  
selecting the most useful

(c) Simple Rules Foundation 2014

---

---

---


---

---

---

---

---



## 4 Truths

- **Objective Truth** is what exists and can be proved with evidence that all agree to.
- **Normative Truth** is what we, as a group, agree is true.
- **Subjective Truth** is how the individual sees or experiences the world.
- **Complex Truth** recognizes the validity of all those and chooses which one is most useful at any given time.

\*Special thanks to Dr. Glenda Eoyang and the HSD Institute. Used with permission.

(c) Simple Rules Foundation 2014

---

---

---

---

---

---

---

---



**Food for thought ...**

- What is the reality of the situation?
- What is your world view?
- How are the two same/different?
- What does this mean for you?
- What patterns do you see?
- Where are the opportunities/traps?
- What are you going to do?

(c) Simple Rules Foundation 2014

---

---

---

---

---

---

---

---



**“The truth is rarely pure  
and never simple.”**  
*-Oscar Wilde*

(c) Simple Rules Foundation 2014

---

---

---

---

---

---

---

---



**For More Information:**

**Mallary Tytel, Ph.D., M.B.A.**  
**The Simple Rules Foundation**

**+1 860-874-7137**  
**mallary@simplerulesfoundation.org**  
**www.simplerulesfoundation.org**

 **Mallary Tytel, Simple Rules Group**  
 **@simplerulesfdn**

(c) Simple Rules Foundation 2014

---

---

---

---

---

---

---

---