

## It's all about people

Blog post on <https://juerg.fraefel.ch/its-all-about-people>

Seattle. City of Amazon, Microsoft, Starbucks and Nirvana. Lonely metropolis in the northwest of the USA. Visiting new friends. He is a radio man, she a therapist. We met in the summer in Whistler, Canada, in the peak-to-peak gondola high above the valley. What have we told each other stories, about our hometown, our families, our lives. We live thousands of kilometers away and yet our stories are similar.

"It's all about people" is what All means when we arrive in their bright loft in Seattle downtown. They want to show us Seattle. The city lives on its people, so you should get to know their people! And we are handed around. Beaches, bars, market, always new faces. On the radio, All tells his stories to the audience. For example at that time, from their daughter's first school day while he sat on the transmission desk. People talked to him in the street. "I was so touched." – The radio today may not send his stories anymore. Exactly ten songs per hour, in addition to 13 commercials, little talk. The radio man in the auto-pilot, everything is predetermined. Currency is the number of listeners, the competitors are not sleeping. 40 radio stations in Seattle.

"It's all about storytelling", explains Sue on our tour of Seattle's museum district. She tells her stories in TED Talks and essays. In her coachings she lets her clients tell their stories, mostly executives from Microsoft and Amazon. And at the end, hold on to what has changed, gain a new perspective. – Tour past the Dale Chihuly Museum and the Museum of Pop Culture, funded by Microsoft co-founder Paul Allen. The two Microsoft heads Allen and Gates are present in the city, respected business people who let Seattle participate in their wealth. One has no ear for denunciations, which are often told in Europe about Gates & Co. Not every story has to be true.

Stories of people everywhere. At the campfire by the sea. In the bar at the Bourbon. Finally we still visit some places and buildings. Busy and high ones. To stumble again across stories, such as Ryan's. A fishmonger at the Seattle Farmers Market. He tells of his stories with customers, they fly his fish home on the plane. He talks about his obsession with snowboarding and why he does not go snowboarding in Canada anymore.

New stories everywhere. And what is left? It's not about you, explains All during our walk. You tell your story and let others discover their own story. We need the stories of others to hear our own one. If we ever want to listen.