

The complete story

I spent many hours observing and working with the best speakers and influencers at the United Nations. I attended meetings where delegations fiercely opposed each other, and private sessions where the group dynamic changed because someone brought a different narrative. Many of those who achieved common agendas created consensus out of disagreement and collaboration where there had previously been no trust, may not have had a higher education, yet when they spoke, people listened.

I've had the privilege of participating in some of the most crucial years of the development of the international indigenous rights movement. I spent a lot of time trying to change the opinions of experts, diplomats and governments on human rights, equality and discrimination. I thought knowledge and good arguments could convince the most entrenched bureaucrats until I learned that what drives change, even in the most difficult situations, is the narrative that you bring to the table.

Over the years since then I've worked with different organisations, companies and governments creating narratives of change that people can feel part of.

From tech start-ups to investment companies and environmental organisations, I've helped businesses grow by connecting with a narrative that's both true to themselves and aligns with how their customers want to change the world.

Biography

Natalia Alvarez is a human rights lawyer who decided use stories rather than legal arguments to change the world.

Born in Bilbao, she holds a PhD in international law from the University of Deusto, a post-graduate degree in international humanitarian assistance from the University of Deusto and University of Oxford, and a postgraduate certificate in coaching from the University of Aberdeen.

As a PhD student she created a leadership training programme on human rights for indigenous peoples in association with the United Nations High Commissioner of Human Rights (OHCHR).

She was a pioneer in Spain in helping organisations to use the United Nations human rights mechanism to comply with international human rights standards, and has worked as a consultant for the United Nations and the European Commission.

She moved to the UK with a post-doctorate fellowship and took up a position as lecturer at the University of Aberdeen and later at the University of East Anglia.

Natalia has worked for top UK universities as a lecturer in human rights and international development, advised governments, international NGOs and universities on human rights issues, evaluated international programmes, and trained and advised different stakeholders in advocacy, lobbying and negotiation strategies.

Natalia is a graduate of the altMBA, an intensive 4-week workshop designed for high-performing individuals who want to level up and lead, where she was honoured with the Perkins Award. Natalia works at the intersection between communication, leadership and marketing, finding stories that help organisations make a bigger impact.

Call me

+44 (0) 7726 216 094

Email: info@thestorythatmatters.com