



Why isn't our advice turning into action?



Independent advice for a comfortable, efficient, healthy home

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Failure to Thrive

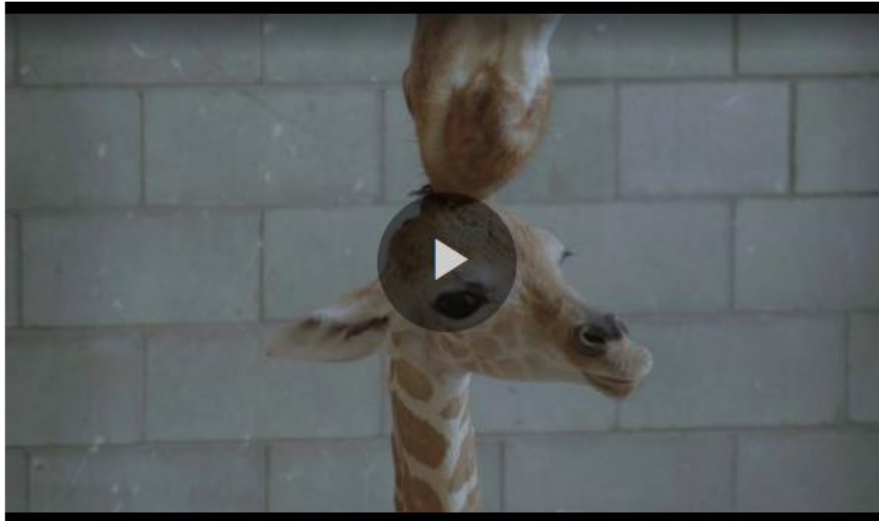
Dr. Nelson Lebo

- Identify the problem.
- Share some background.
- Start a conversation.
- Consider a design challenge?



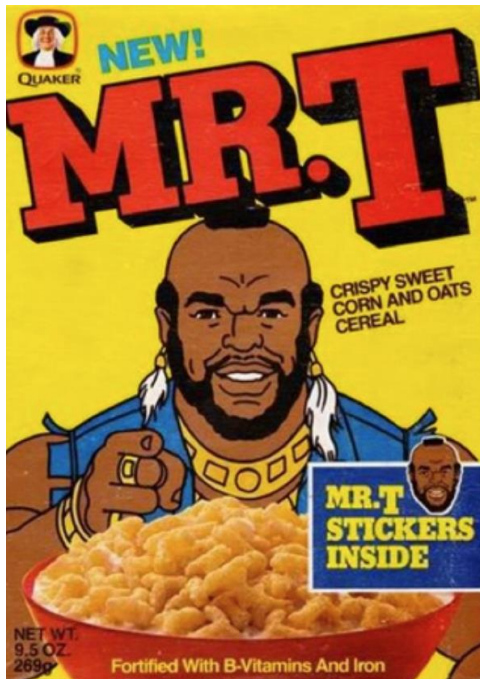
Auckland Zoo's new giraffe tragically dies

Last updated 14:00, March 8 2018



Auckland Zoo







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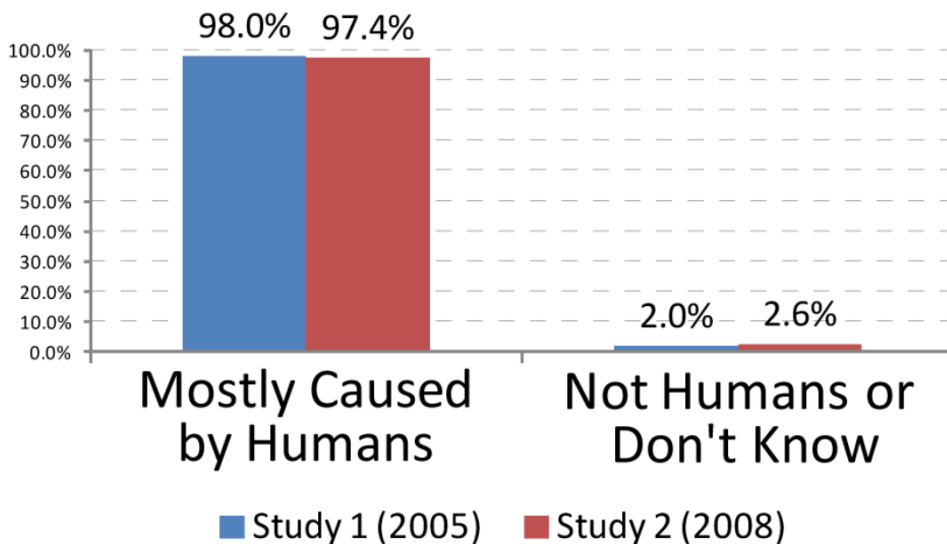




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Opinions of Climate Scientists on Global Warming





KIM COBB - Climate Scientist



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**“I suppose I’ll be the one
to mention the elephant in the room.”**









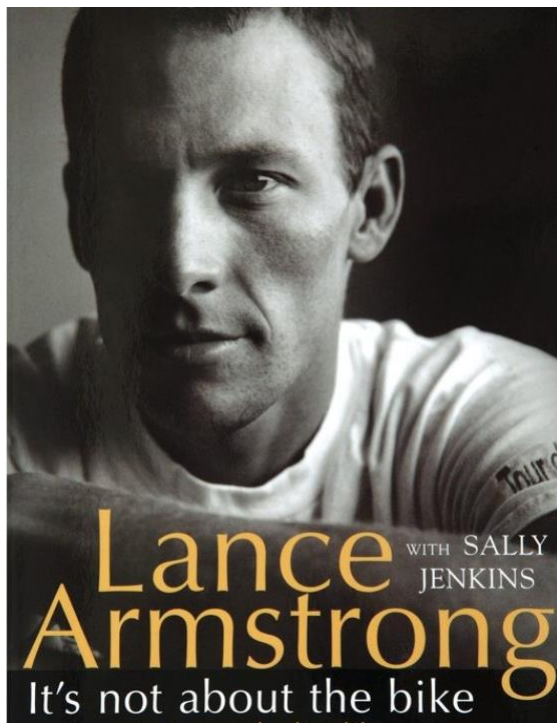
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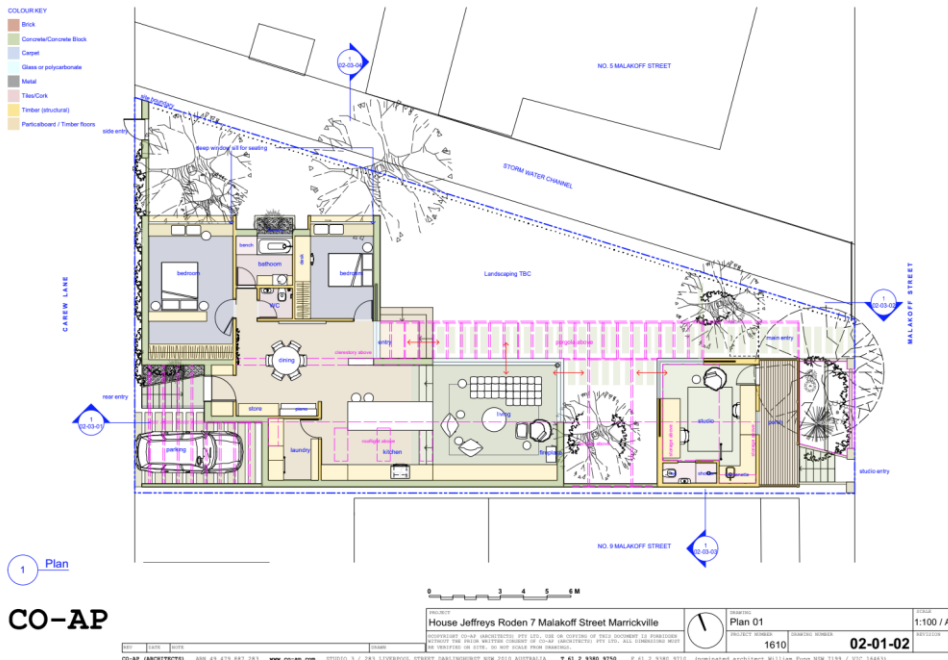


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Motivated Learner or Unmotivated Learner





Learning is built on relationships

A CLIMATE SCIENTIST'S ELEVATOR PITCH



I WOULDN'T START WITH SCIENCE.
START WITH VALUES.

SAY WHAT **YOU** CARE ABOUT.
FIND **COMMON GROUND** WITH THE
PERSON YOU ARE TALKING TO.

THEN, THE SCIENCE MESSAGE
GOES LIKE THIS: **IT'S REAL.**
IT'S US. IT'S BAD. BUT THERE
ARE ALL KINDS OF SOLUTIONS.

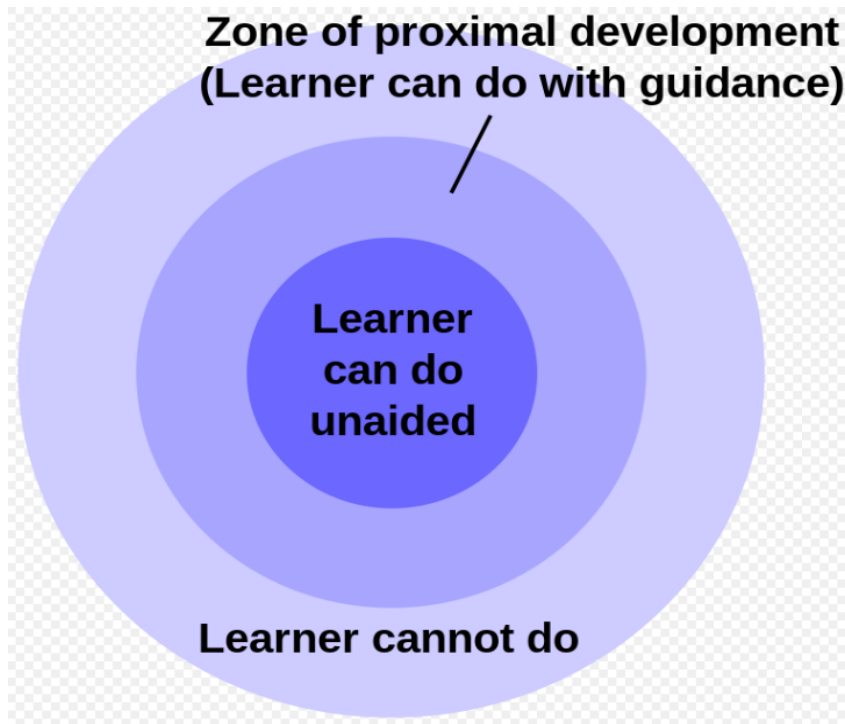


I ♥ KATHARINE HAYHOE!

AN EXAMPLE: I CARE ABOUT TEXAS.* WE DON'T HAVE A FUTURE WITHOUT WATER. CLIMATE CHANGE WILL MAKE WATER MORE SCARCE HERE.** WE KNOW CLIMATE IS CHANGING AND HUMANS ARE RESPONSIBLE.*** BUT HERE ARE ALL THE GREAT THINGS WE'RE ALREADY DOING [GIVE EXAMPLES!] AND WE CAN DO MORE IN TEXAS TO BENEFIT OURSELVES AND GIVE OURSELVES A MORE SECURE FUTURE.****

*START WITH VALUES AND A PERSONAL CONNECTION **GIVE THE LOCAL CONTEXT ***TALK SCIENCE IN PLAIN TERMS ****TALK ABOUT LOCAL SOLUTIONS AND BENEFITS.
AND SANDWICH THE WHOLE THING IN VALUES! SEE THE ORIGINAL VIDEO AT CLIMATECROCKS.COM







Constructivism builds from
a base of the learner's
experiences and ideas.



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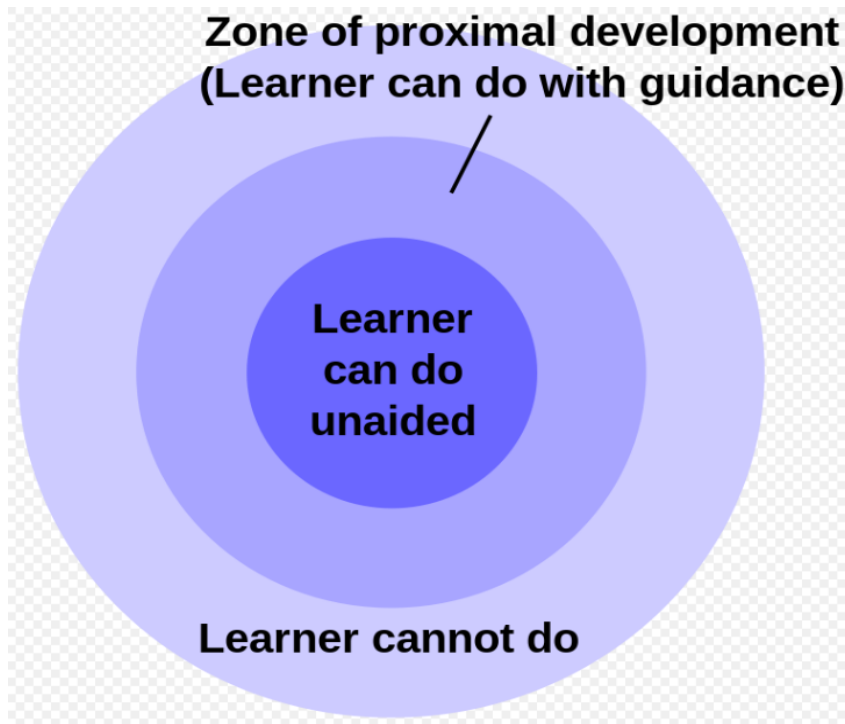


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Surfing the Learner by Reading the Waves



Mezirow's Transformative Learning Theory



In childhood, learning is formative (derived from formal sources of authority and socialization)

In adulthood, learning is transformative, as adults are more capable of seeing distortions in their own beliefs, feelings, and attitudes



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Surfing the Learner VS Making Waves





Optimizing learning is the design challenge.



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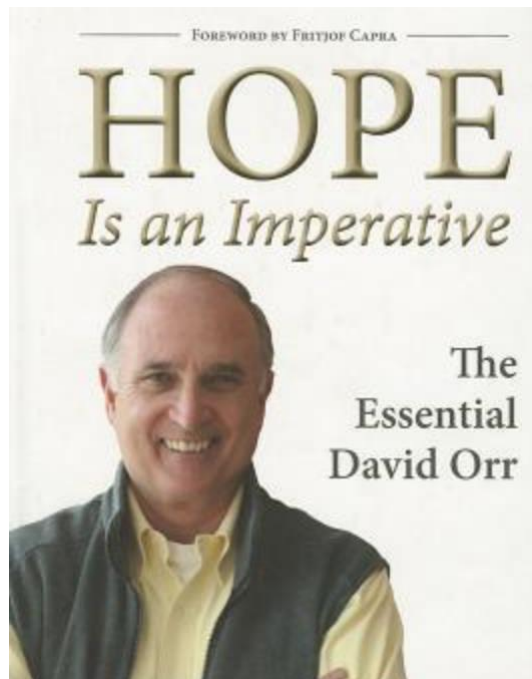
Designing a Better Surfboard





Surf School







Individually we surf.
Collectively we make waves.