

**How to galvanise  
people to act on  
the environment,  
faster, with less  
effort**

**Charly Cox, author and  
co-founder**

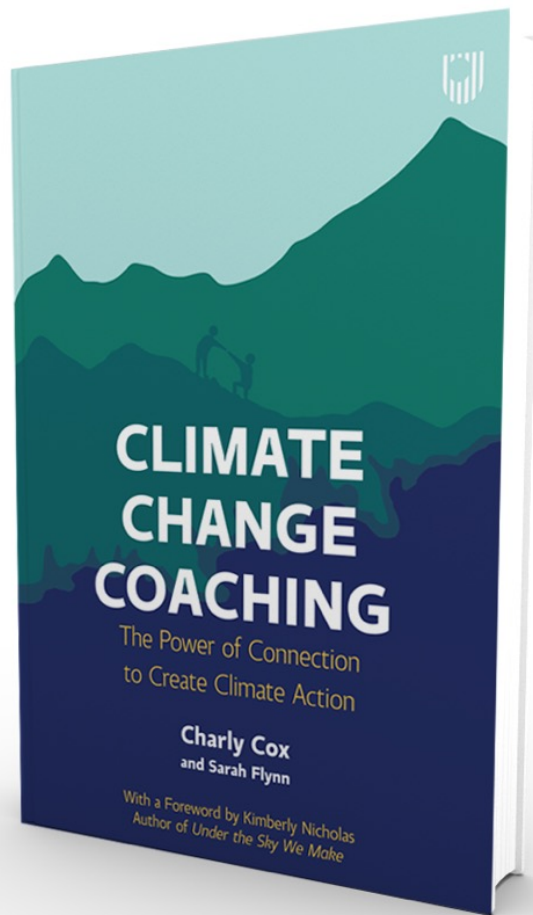


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**"an invaluable resource  
for anyone working in  
sustainability today."**

**Patrick Burgi,  
Co-Founder, South Pole**

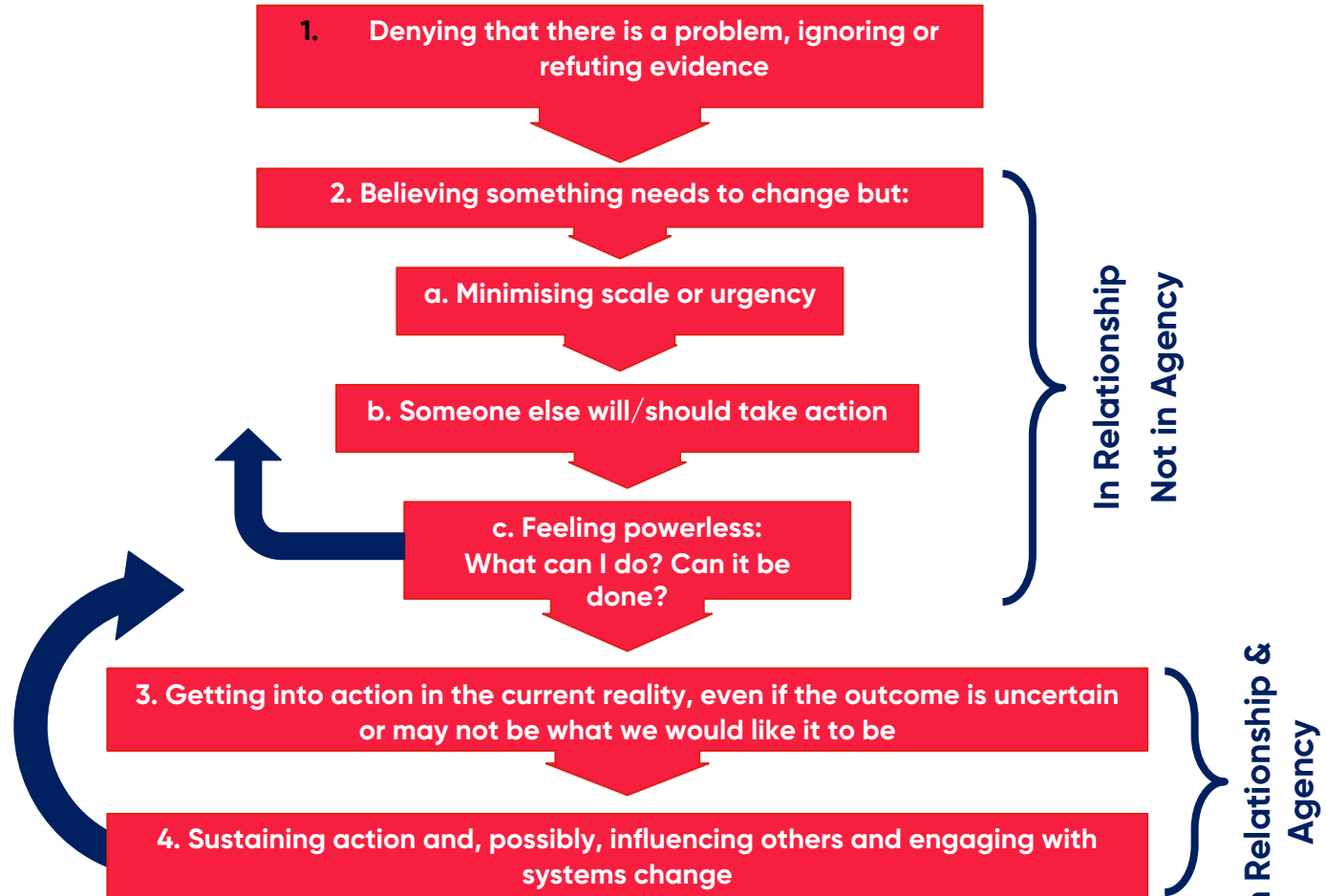


# common psychological roadblocks

- \* Resisting change because it is threatening
- \* Lack of self-confidence that actions count
- \* Feeling overwhelmed and unable to take a risk
- \* Not identifying a personal reason to care
- \* A mindset of scarcity and 'not enough'



# the stages of becoming climate active



## disbelief in 2 dimensions

### Can I do this?

"I'm not the kind of person who..." "I don't know enough"  
"I'm not a scientist" "I'm too busy/hassled/stressed"

### Can WE do this?

"Not enough people care" "What about the big polluters like China?" "We've never tackled anything on this scale before"



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**listen**  
**acknowledge**  
**champion**



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**listen**

**"It sounds like you feel stuck when it comes to this?"**

**acknowledge**

**"That's pretty normal. This is hard." "You really care about this."**

**champion**

**"And I also know you to be really strategic / thoughtful / can-do"**



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**ISSUE**

What we  
say

**EMOTION**

How we  
feel

**ACTION**

What we  
do



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**"I just don't  
know where to  
start. It's all so  
complex"**

**"Have you read this book / report / let  
me tell you the options."**

**COUNSELLING**

**"I know, it's probably something you  
have to do a degree in!"**

**COLLUDING**

**"Well that's a bit of a cop-out. We all  
need to get on with this."**

**CLASHING**



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**EMOTION**

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**“I just don’t  
know where to  
start. It’s all so  
complex”**

**“Sounds like you’re overwhelmed.**

**How have you overcome overwhelm in  
the past?**

**If you applied that method now, what  
would you do?”**



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# connect better

place your relationship  
ahead of the issue

help someone with their  
relationship to the issue



thanks  
for your  
time  
today



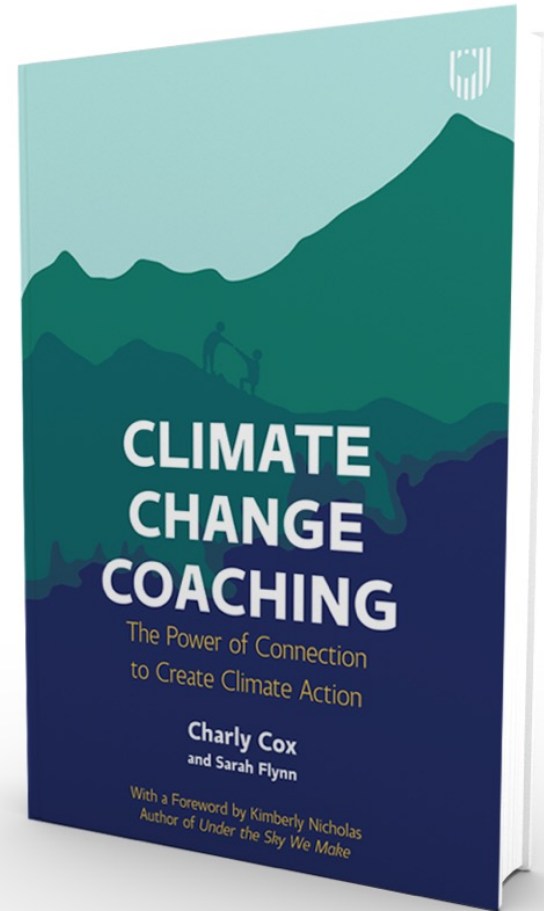
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