



Being Inspiring

Dialogue Matters Ltd

Specialists in designing, facilitating training and advising on co-operative decision making in policy and practice

I will talk about...



- Being hopeful
- Focusing on the possibility of a better future
- Understanding human nature
- Being ethical, powerful, contagious and kind

BE HOPEFUL



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Hope is an embrace of the unknown and the unknowable. It's the belief that what we do matters even through how and when it may matter, and what and who it may impact, are not things we can know beforehand.

Rebecca Solnit. Writer Historian and Activist

Hope is not something you have

Hope is something you create with your actions

Alexandria Ocasio Cortez

Social Tipping Points



- Research suggests that 25% of a group thinking or doing differently, is enough to tip the group.
- So what of concern for climate and nature?
- How close to 25% are we?
- It is very good news!

How many care about climate?

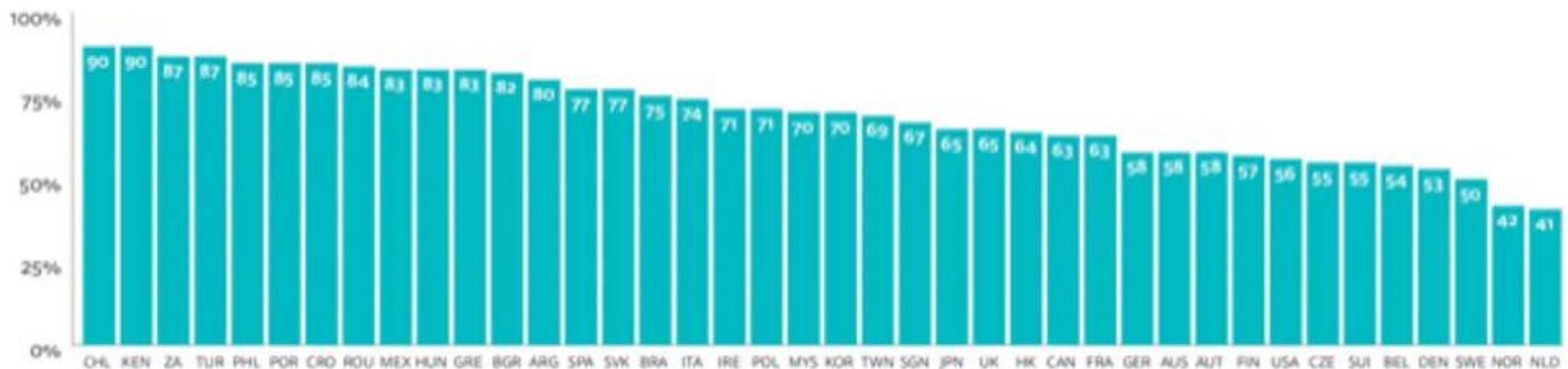
Reuters

- 80,000 surveyed in Jan and Feb 2020
- 97% think climate change is serious
- 70% Very serious - in some countries its 85 - 90%

Futurra May 2020

- 77% of people in the US and UK, believe we should make as many life style changes to stop climate change as we're making to stop COVID19
- 88% Believe the lifestyle change needed will improve their quality of life or make no difference.

PROPORTION THAT THINK CLIMATE CHANGE IS VERY OR EXTREMELY SERIOUS - ALL MARKETS



How many care for nature?

News Opinion Sport Culture Lifestyle More ▾

Environment ► Climate crisis Wildlife Energy Pollution

Conservation

Most UK adults think nature is in urgent need of protection - poll

YouGov survey for major charities finds 81% believe wildlife and environment are under threat

Sandra Laville
Environment correspondent

Fri 30 Sep 2022 06:00 BST



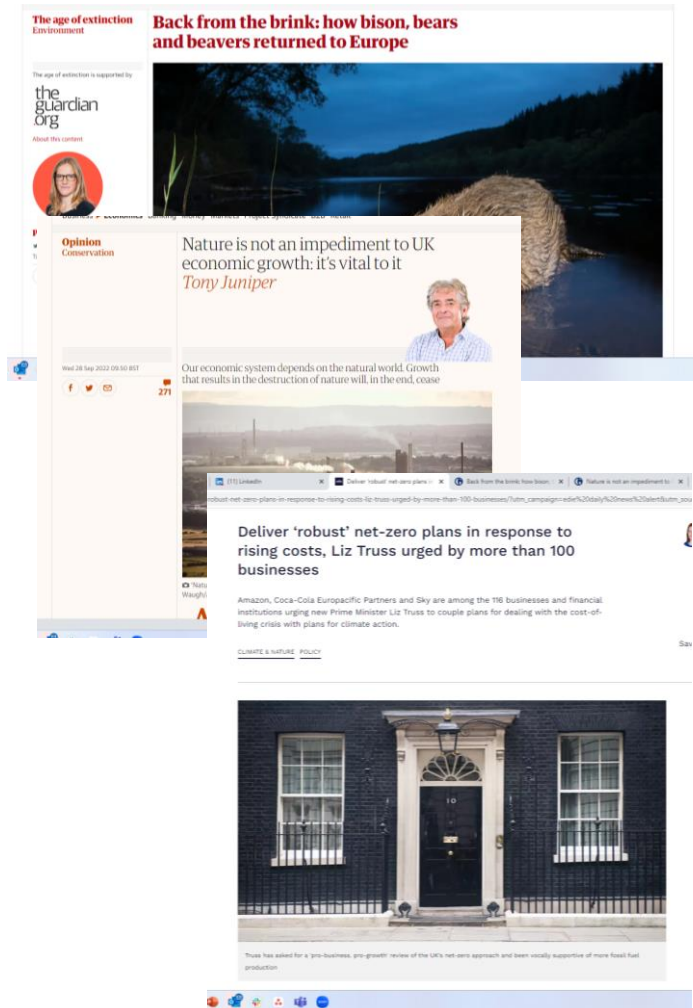
 Fifty-eight per cent of respondents said they had noticed a decline in the number and variety of birds they see in their local area. Photograph: Dan Kitwood/Getty Images

A majority of the public believe nature is under threat and needs urgent action to protect and restore it, according to a YouGov poll.

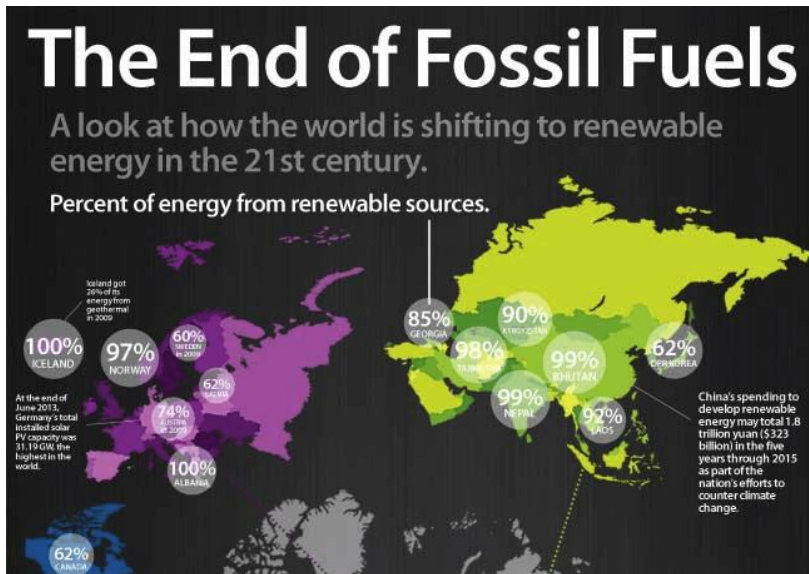
The poll for the National Trust, RSPB and WWF comes as they and other

YouGov Survey. September 2022

- 81% believe nature is under threat
- 48% say they are willing to take action themselves to reverse the damage



- **28th Sept 2022:** Evidence nature is not an impediment to economic growth
- **27 Sept 2022;** Bison, bears, beavers, elk, wolves, humpback whales, bearded vulture, white tailed eagles are back from the brink in Europe according to a ZSL report
- **21st September 2022** 116 big business write to Liz Truss asking for 'Robust' net zero plans – including Amazon, Coca-cola, Sky, IKEA, Aviva and Zurich insurance



We are in the crossing point between economic paradigms. It takes 3 things to converge:

- **A change in communication tech** – paper to the internet
- **A change in energy** - fossil fuels to renewables and battery
- **A change in mobility and logistics** – the sharing economy, AI, and Internet of Things

And this time its not just convergence but integration in the digital revolution

<http://theearthproject.com/wp-content/uploads/2016/01/the-shift-to-the-next-industrial-revolution-was-at-the-starting-blocks.-COVID-19-fired-the-gun.png>

D Pound 2020

The Ukraine War will boost climate action

Outrage and Optimism

The situation is far from hopeless. From exponential growth of green solutions to the power of protest, experts say there is a clear path to limiting the damage.

We are in a race between Armageddon and awesome!

We need to find and trigger tipping points in a way to create the necessary acceleration of change.

Guardian 4th October 2022

FOCUS ON A BETTER FUTURE

A positive future



Diana Pound Delhi 2019

- “The year is 2050. The world is on fire. The air is suffocating and deadly. Entire countries are under water”
- “The year is 2050. The world is breathing. The air is fresh. Nature is thriving. Entire populations have better quality of life”.



**Ref: The Future we Choose” by Christiana Figures
and Tom Rivett**

A compelling vision



A compelling vision is like a hook in the future. It connects you to pockets of possibility that are emerging and pulls them into the present. Hold on to that.

Christiana Figueres (UN Secretary for Climate Change between 2010 and 2016)

UNDERSTAND HUMAN NATURE



People have a natural bias to short-termism and localism



Don't focus on big picture and long term



Environmental complexity and scale are overwhelming



Talk about a long term positive vision

And then connect with here and now for action to get to that vision



People desire autonomy and control



Don't use power to override, push or coerce to get your way.



It's a threat to autonomy.
Might get short term compliance but then resistance and reactance (i.e. they do the opposite!)



Do relate as equals
Understand their perspective
Discuss and share possible solutions and ideas



People are very driven to maintain self esteem



Don't engage in eco and climate shaming of individuals



People feel judged and it triggers cognitive dissonance - their brain will scramble to restore esteem by deciding you and the facts are wrong!



Do use 'I language' to share your experience.
Be curious and uncover their pro-environmental actions.
Acknowledge and appreciate
Ask if they have ideas or plans to build on that - offer support



People pursue happiness and avoid negative emotions (so brains avoid thinking about climate and nature crisis)



Don't focus on the doom and gloom to frighten them into action



It triggers a feeling of threat and fear which causes aversion, avoidance, denial and hyper-defensiveness



Do tell stories of action, success and progress and hope. It will inspire and motivate action



Take a Constructive Thinking Approach



Effect of problem solving approach	Effect of Constructive Thinking approach
<p>Asking: what is the problem and how do we fix it?</p>	<p>Asking: what is the long term vision? What are we doing to get to that? What more do we do?</p>
<ul style="list-style-type: none"> ▪ Frustration 	<ul style="list-style-type: none"> ▪ Motivated
<ul style="list-style-type: none"> ▪ Efforts not valued 	<ul style="list-style-type: none"> ▪ Efforts valued
<ul style="list-style-type: none"> ▪ Environment is complex & difficult = a problem 	<ul style="list-style-type: none"> ▪ Looking after the environment has many benefits and is do-able
<ul style="list-style-type: none"> ▪ Feeling overwhelmed 	<ul style="list-style-type: none"> ▪ Belief in own capacity and agency to make a difference
<ul style="list-style-type: none"> ▪ Risk averse 	<ul style="list-style-type: none"> ▪ Fosters innovation
<ul style="list-style-type: none"> ▪ Disowning – it's not our problem 	<ul style="list-style-type: none"> ▪ Willing to get involved and make a difference
<ul style="list-style-type: none"> ▪ No momentum or resistance 	<ul style="list-style-type: none"> ▪ Momentum for delivery

(Adapted from Yuliani. 2008)

**BE ETHICAL, POWERFUL,
CONTAGIOUS, BE KIND**

Be ethical – do as you would be done by!



- Respectful
- Be open minded and curious
- Focused listening first - earn the right to speak
- Empathy– walk in their shoes
- Connect with what motivates people



Speak of your deep love and connection with nature

- You will be authentic
- You will be trustworthy
- You can speak from your core values
- You can connect
- You can inspire with your stories
- You can weave in your knowledge using everyday language

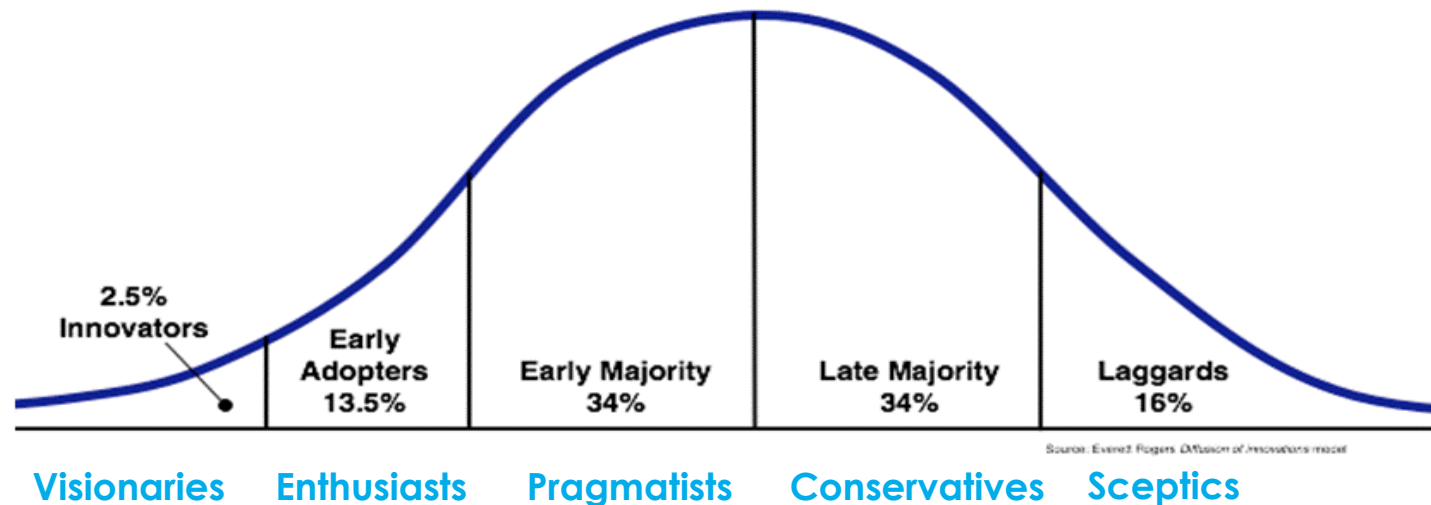


**Attitudes are
contagious:**

**Make yours
worth
catching!**

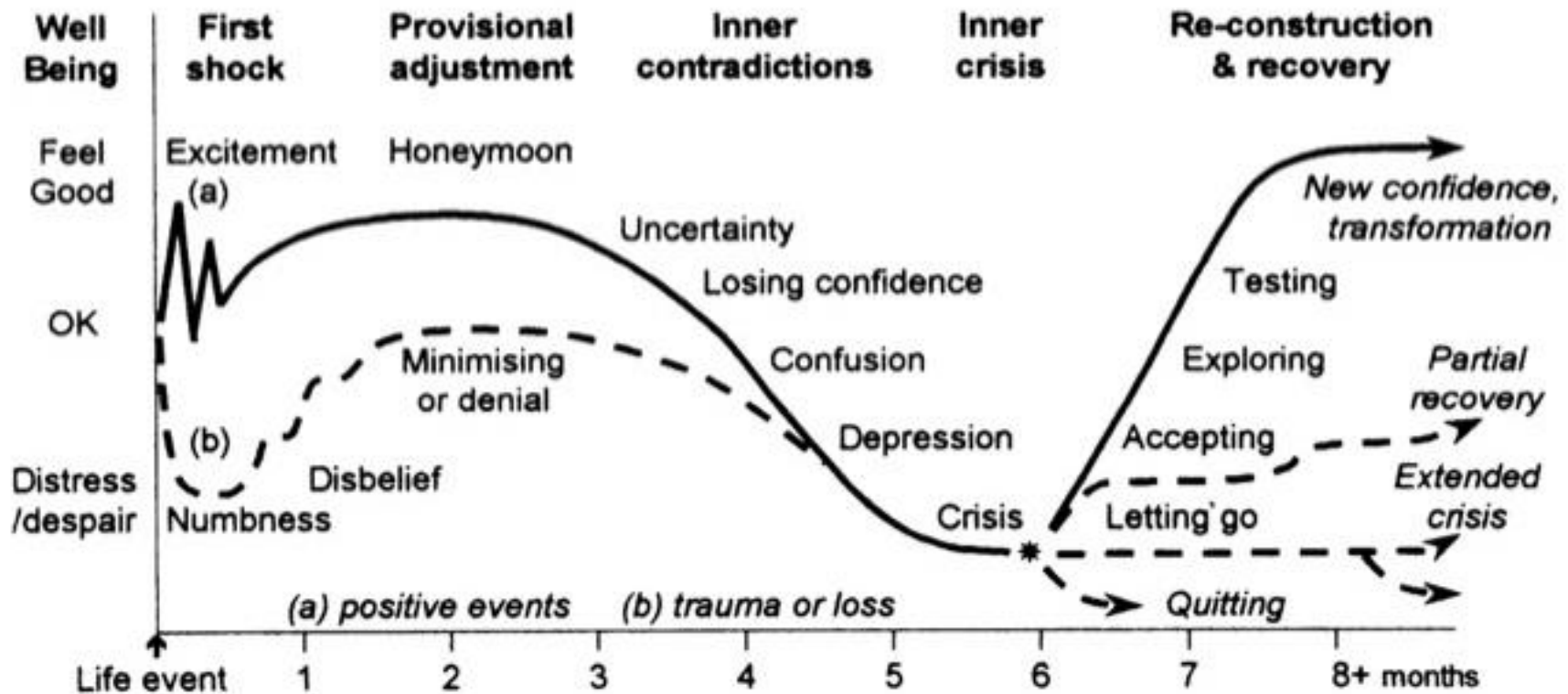
- **Our behaviour is contagious**
 - Websites that show solar panels in your area - shows clusters - green energy is even more contagious than drinking alcohol or smoking tobacco - so make your choices visible
- **Three degrees of influence**
 - Influence our friends, their friends, and their friend's friends: you can influence people you don't even meet
- **Authentic and honest**
 - Practicing what you preach makes your influence louder
- **Influence yourself!**
 - Green choices lead you to do more... If you stop eating meat you will start to question if you should eat dairy. Practising what you preach makes you more committed to your own cause

The diffusion of innovation



Everett Rogers defines diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system.

Be Kind: Adjustment model



The transition cycle - a template for human responses to change (Williams, 1999)

8

Our individual boundaries are porous - we infect each other with ills and joys - so let's infect each other with stubborn optimism and determined action

Christiana Figueres (UN Secretary for Climate Change between 2010 and 2016)

What will you do?



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Keep your spirits up:

- Actively seek out good news
- Sign up to Global Optimism: <https://globaloptimism.com/>
- Read: *The Future We Choose* by Christiana Figueres and Tom Rivett Carnac.
- *Hope in hell* by Johnathan Porritt
- *Saving Us: A Climate Scientists Case for Hope and Healing in a Divided World* by Katharine Hayhoe

- **Action Storytelling**

Learn how to create action-based stories

- **Go EAST**

A tool to plan a campaign for behaviour change

- **Green Conversations**

Communicating with friends, family and colleagues to inspire action

- **Hero's Journey**

What are your next steps towards creating your own story to inspire action?

