



Is it really a disaster?

New ideas for new times



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Changes

Population
growth

Peak oil

Economic
downturns

Climate
change

Limited
clean water

Invasive
species



As extensionists, we can help clients...

- Minimize fears
- Define the real issues
- Address underlying values
- Break out of the usual brain patterns
- Find unexpected opportunities



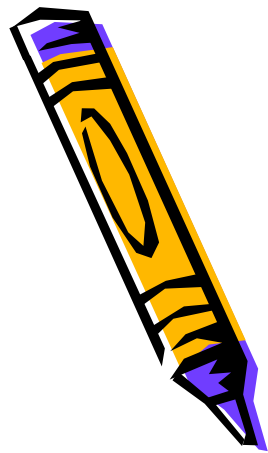
Communication techniques

Open sentences
Drill down
What if...



Open sentences

- I've heard a lot about *climate change*, and the questions I still have are...
- What I'm hearing about *climate change* makes me feel...



Drill down



The climate is changing on our planet Earth.

So What?

What are the implications of this fact?



What if...



The climate is changing on
our planet Earth.

*Wow! Isn't that great?!
Now we can...*



Conclusion

Good communication is
as stimulating as black coffee,
and
just as hard to sleep after.

Anne Morrow Lindbergh

