Meeting People Where They Are:
A conversation on culture change

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“If sustainability is employed as a method of examining the relationship between environmental limits and human values, decisions, and actions that shape the future, it will transform not only what we do, but also how we think.”

- Daniel Sherman, 2008
The Reason We Are Here

What does this mean for Extension?

What is our role?
A Lesson from Spiders

We are stronger as a team!
Leading People From Where They Are

\[ \text{Change} = D \times M \times P > \text{Cost} \]

Michael Beer’s Formula for Leading Change
Fostering Sustainable Behavior

Reference: www.cbsm.com, Doug McKenzie-Mohr, PhD. and William Smith, PhD
What’s in the Way?
Uncovering Barriers and Benefits

- Literature Review
  - Trade magazines and newsletters
  - Reports
  - Academic articles

- Qualitative Research
  - Observational
  - Focus Groups
  - Survey
Mapping Tools
The Adaptive Cycle
Communication is Key

- Develop a Marketing Plan
  - Brand
  - Audiences
  - Strategies
- Be honest about mistakes
- Don’t be afraid to say I don’t know
- Share Successes and lessons learned
- Tag you’re it!
Leadership has a harder job to do than to just choose sides. It must bring sides together.

~Jesse Jackson

Thank you!

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