

Beyond the Data

1: Foundations of conversation

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THE DAUGHERTY

WATER *for* **FOOD**

GLOBAL INSTITUTE

at the University of Nebraska



“Innovation is the ability to see change as an opportunity – not a threat.” Steve Jobs



Wonder & Awe: Fundamentally Restructuring Knowledge

Knowledge structures unchanged

Unexpected event



Surprise

Analysis and evaluation of event

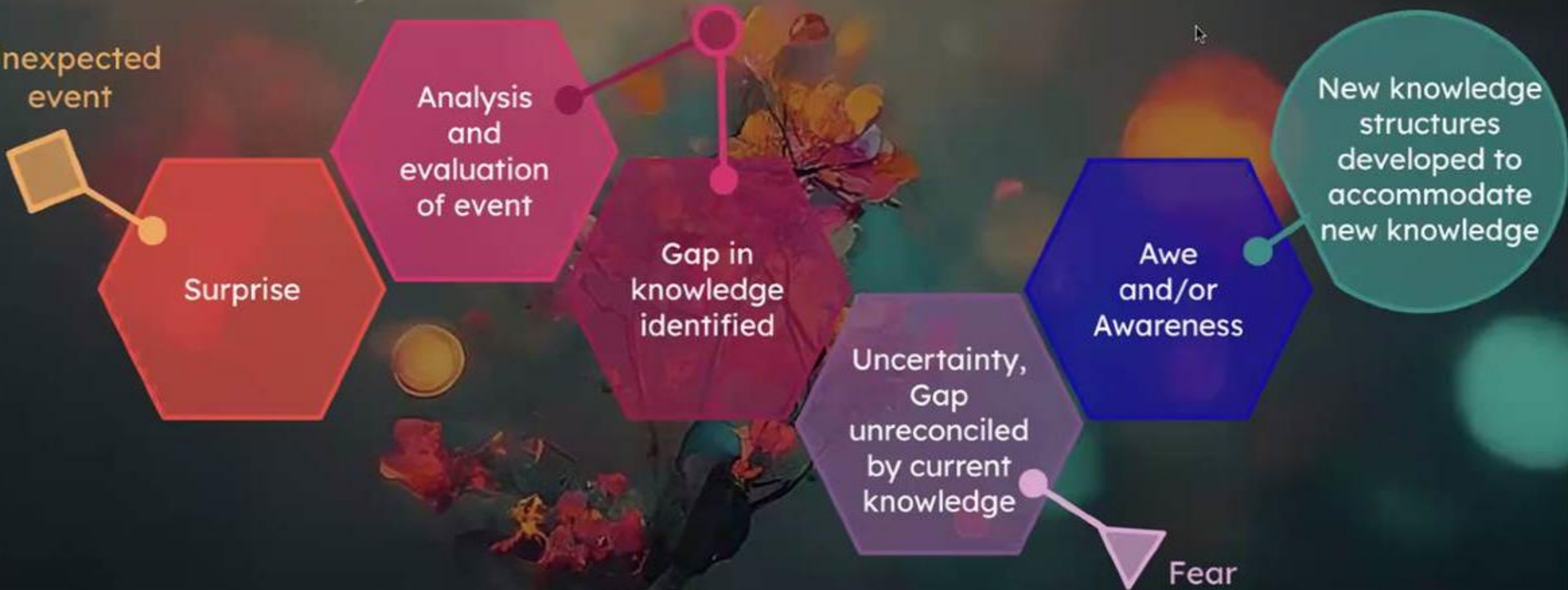
Gap in knowledge identified

Uncertainty, Gap unreconciled by current knowledge

Awe and/or Awareness

New knowledge structures developed to accommodate new knowledge

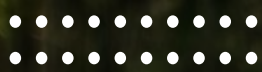
Fear



Today:

- Brain science
- Before a conversation
- Joining a conversation
- Telling your story





Brain science



Fast vs slow brain processing

95% unconscious

5% conscious

Why do we get stuck when confronted with new ideas?



Cognitive biases



Backfire effect



Brain biology

Ineffective stand-alone methods:



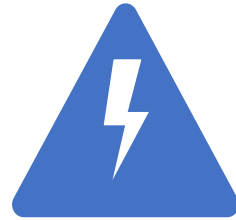
Knowledge deficit

“If you just understood more”

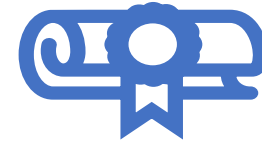


Blame & shame

“This is terrible, how could you”



Power
“Because I said so”



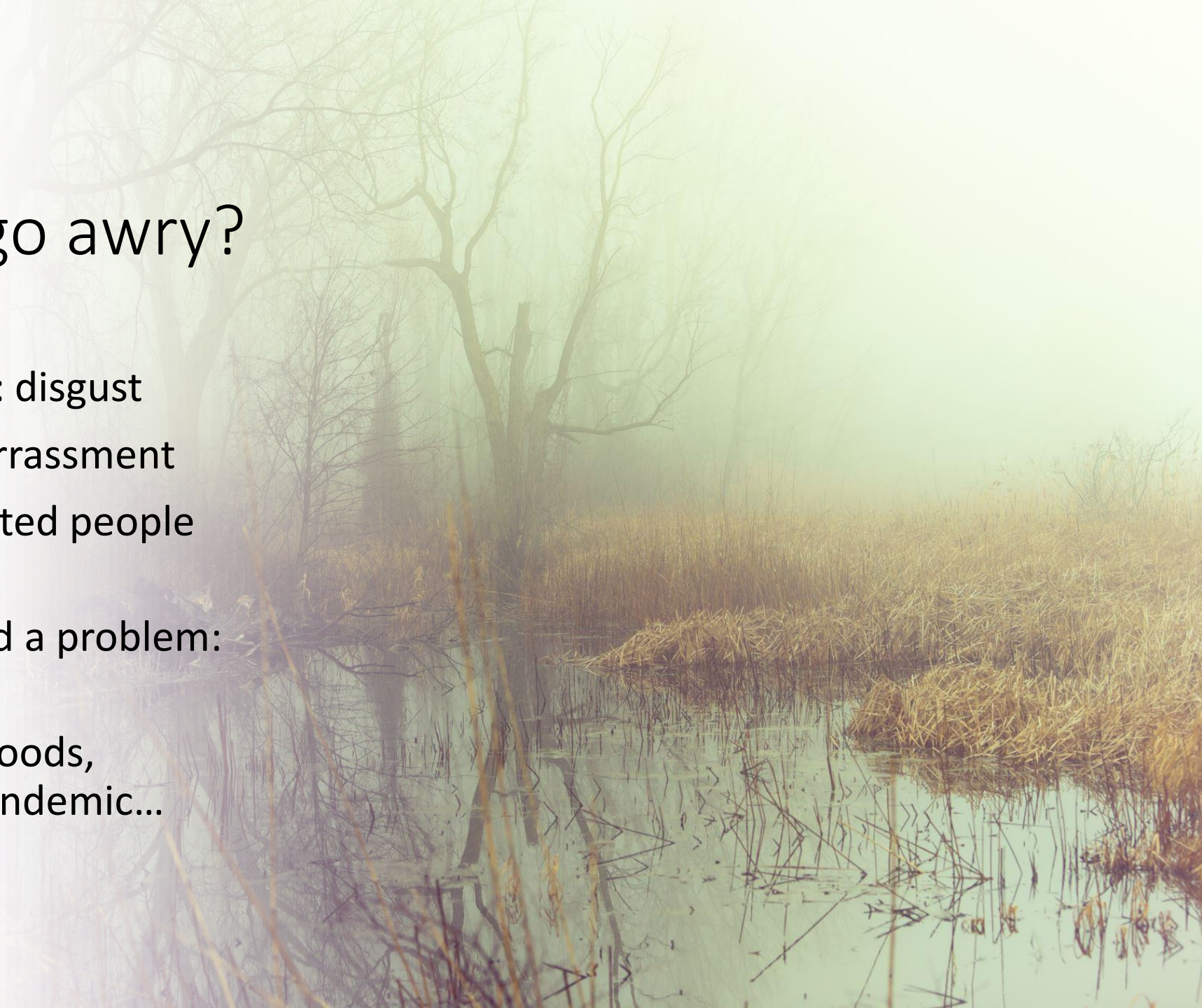
Expert
“I know better than you”



Bribery
“I’ll pay you to do it my way”

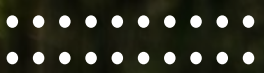
How can our conversations go awry?

- Contaminants in water: disgust
- Being corrected: embarrassment
- What I was told by trusted people was wrong: betrayal
- I unintentionally caused a problem: guilt
- Fear of trauma: fires, floods, drought, farm crisis, pandemic...



Perception is
reality





Before the
conversation





Nobody cares how much you know,
until they know how much you care.

— *Theodore Roosevelt* —

AZ QUOTES

Illuminate

--David Brooks, journalist



Check my
perception:
Do I value them?

Knowledge

Wellbeing

Respect

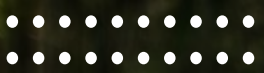
Check my
perception:
Am I curious?

I want to know you

Suspend judgement

Assume positive intent

See the whole person



Joining a
conversation



A close-up, low-angle photograph of piano keys, showing the white and black keys receding into the distance. The lighting is soft, creating a sense of depth and texture. The keys are slightly out of focus in the foreground, drawing attention to the middle ground.

Accompaniment

Active listening - SLANT

- Sit or stand up
- Lean forward
- Ask questions
- Nod your head
- Track the speaker



Start with the familiar



- Weather
- Sports
- Community
- Crop progress (if good)
- Equipment



Ask good questions

- Ask for more details:
And then what happened?
- Open
How did you...
What's it like...
Tell me about...
In what ways...

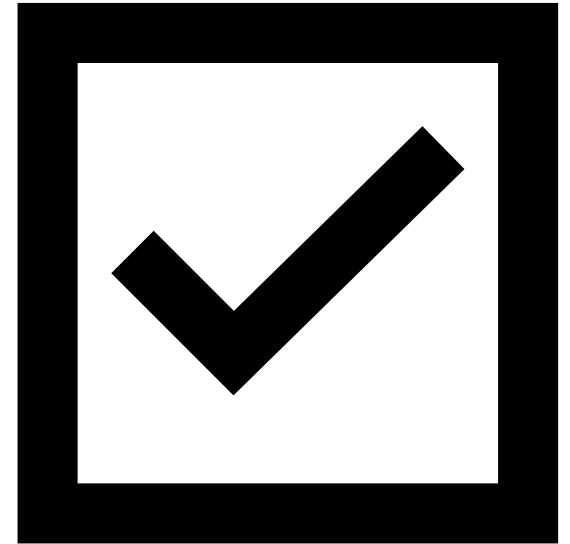


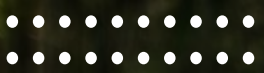
Big questions: step back and see larger picture

- What legacy do you want for your farm?
- What farm goals do you want to be celebrating a year from now?
- Tell me a time you adapted to change?
- What's working really well on your farm?
- What are you most confident about?
- What would you do if you weren't afraid?
- What crossroads are you at?
- How have you contributed to the problem you are trying to solve?
- What has become clearer to you as you have aged?

Check for understanding

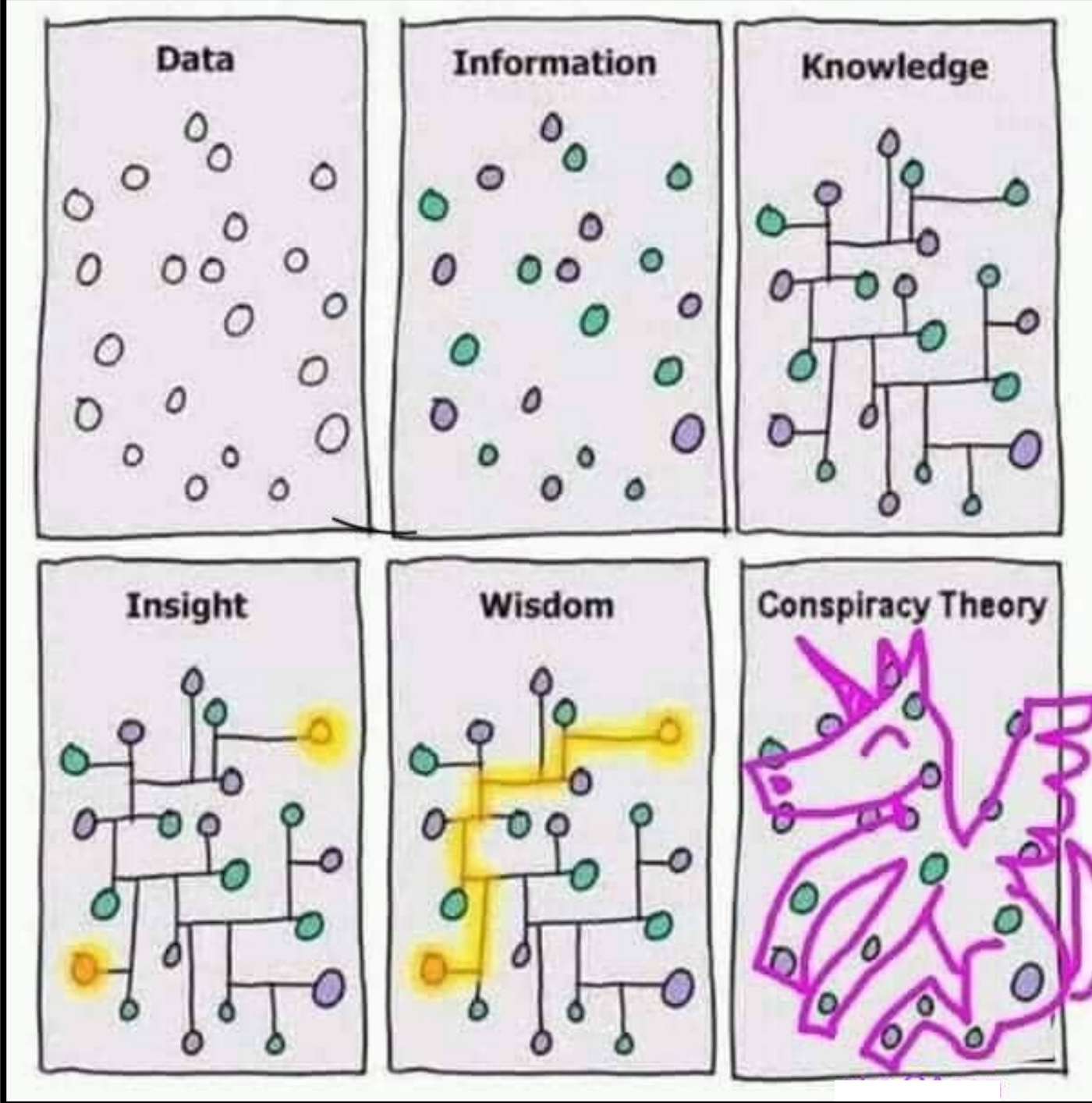
- What I hear you saying...






Telling your story

Bringing Clarity to Complexity





Narrative – Tell stories

- Who are the characters?
- What are their stories?
- Why are these stories important?

“ People move in the direction of the stories they tell about themselves.
Lorie Higgins, University of Idaho

Framing



Come back to
shared values

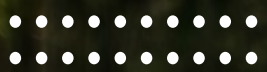
Being curious is more
important than being right.

Lisa Feldman Barrett





Change happens at the speed of trust. -- *Stephen Covey*



Thank you!

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