

Environmental Communication and Leadership

Instructors: Leah Gerber, John Sabo, Tod Swanson

January 5-8, 2018 • Iyarina Lodge, Tena, Ecuador

Global leaders have little professional background in science, remain inactive about the ramifications of critical societal challenges such as climate change, environmental hazards, and living sustainably. Environmental issues are no longer local and solutions cannot remain provincial. This course will provide leadership training and important skills USFQ faculty to communicate science to an increasingly global solution space.

Readings: (1) Nancy Baron. 2010. *Escape from the Ivory Tower: A Guide to Making Your Science Matter*. Island Press; (2) Chip Heath & Dan Heath. 2010. [Switch: How to make change when change is hard](#). Crown Business.

Friday, January 5

Travel to Iyarina Lodge, dinner and introductions.

Talk: Tod Dillon Swanson, “Kichwa social relation to nature using some of the short videos”

Saturday, January 6

8:00 Breakfast

9:00 Ice breaker: Pair and share

9:15 Introduction to science communication and leadership (LG)

- **Activity:** Thinking style exercise

10:25 Strategic thinking (LG)

- **Activity:** Strategic thinking scenario (Baron Chapter 1 & 2)

Snack and coffee

11:45 Gearbox & dialogue, managing meetings (JS)

Reading: Gearbox, OPV, PMI, SAVI, Pitch and Post handouts

- **Activity:** Ice breakers that take the hot air out of long talkers
- **Activity:** Breakout groups that deliver results; Meeting close statements

1:00 Lunch

2:30 Field trip – Walk in forest with Quichua narrators (TS)

6:30 Dinner

Sunday, January 7

8:00 Breakfast

9:15 Science communication and the message box (LG)

- **Activity:** Create message box for a personal research topic (Baron Ch. 8)
- **Activity:** Communicating your message with the media (Baron Ch. 9)

10:25 Switch framework for institutional change (JS)

Recommended Reading: Switch-How to change things when change is hard (Heath & Heath)

Mandatory Reading: Switch for Organizations (Handout), Switch Framework (Handout)

- **10:25 Activity:** Applying the Switch for Institutions Framework. Case study: Creating international research collaboration and presence that informs sustainable development

Snack and coffee

- **11:45 Activity:** Applying Switch Framework to make positive change. Case study: How do we motivate local communities to protect “bushmeat” or local fisheries?

1:00 Lunch

2:00 Field trip – Canoe trip to Misahualli (TS)

6:30 Dinner, Synthesis and wrap up (LG & JS)

Course adjourned, return to Quito

Monday, January 8 (8:30 a.m.)

Optional field trip, return to Quito