

# SkyWaterEarth Group Talks and Workshops

## Supercharge Your Next Meeting or Gathering!

"You can't put a duck bill on a beaver and call it a platypus!"

- L. Hobart Stocking

SkyWaterEarth delivers a series of fun informative talks and workshops for any organization trying to make the world a better place. Based on years of earth walking and observing the natural world, Hobie spins stories that connect the language we need to help us change the way we communicate and savor the world. Each talk or workshop is customized to your area and organization. Here are just a few of his recent talks and workshops.

### 1. **Saving Our Home with Better Communications** – (Given at The GA Sierra Club Annual Retreat)

Have you every been frustrated by the discussion around the environment? Do you want to learn how to be more successful in having productive conversations? Then this introduction to communications is for you. Learn how your brain works on metaphors. Be more effective at communicating the messages of the environmental movement. Inoculate your team against the frames of your opponents. Understand environmental values and how to link them with words and stories. All based on a long lost story about Tarzan.

### 2. **The Living Air** – (Given to the Forsyth County Master Gardner's Club)

Curiosity and perspective drive the naturalist, and new territories bring new perspectives. Stories from Minnesota of wolves, bears, snow, rain and the Wanugi, told in your state, may help us understand our own connections to the local biosphere.

Observation and questions help the naturalist see the world differently than many. How do we help others see the things we see? The questions we ask help shape our view of the world as well as others. So here's a question, "When the forests are thirsty, do they speak to the clouds?" The air forms a living system with the earth. Let's explore it.

### 3. **Renewable Energy – Clean, Reliable, Low Cost - Dispelling the Myths** (Given to MN350)

Renewable energy is key to transitioning to a low carbon economy and reducing the effects of climate change. Yet we are still being slowed in this transition by those clinging to old myths, and those with a stake in the old infrastructure. When there are real barriers that need to be addressed, we are placing artificial barriers on the path to a transition. How do we remove barriers and change the discussion on renewables? How do we accelerate change? Much is in the way we talk about it.



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## 4. **Workshop – You’ve Been Framed!** (Given to the Minnesota Environmental Caucus)

What do the PolyMet mine, Enbridge Line 3 and giant hog farms in southern Minnesota have to do with the minimum wage? Why do 5% of the voters in Minnesota who are “super-environmentalists,” not vote. Are environmentalists really bunny loving, rock licking eco-terrorists?

The answer to these questions is straightforward. We are already using and living in the dominant narratives and frames of the fossil fuel, extractive industries and corporate America. Even our own messages unconsciously play into these frames.

This workshop by SkyWaterEarth will help you understand framing and how you can become more effective in your environmental campaigns.

Come learn how we can change the situation. In this workshop, you will:

1. Learn why we need to change the way we communicate
2. Learn the values of the opposition and how we are framed
3. Understand how values drive frames and how to create compelling frames for the environment and your campaigns

Look, if we can take a horse, a cowboy and the theme from the Magnificent Seven and get tens of millions of people to smoke Marlboros, don’t you think we can do better at getting people to vote on the environment?

## 4. **How to Tell a Story – Your Story**

Walk with me for a minute. I want to talk about the Wanugi (Wa-nu-gee). In August, I am speaking to a Lakota woman at Standing Rock. She is a buffalo whisperer and goes around the country helping first nations and ranchers improve their herds. We talk of animals and the spirit world.

When I tell her I like to hike alone at night, she warns, there are “Wanugi” or spirits that roam the earth after dark, which have never lived on earth before. They can give “unfair and bad consequences” and can cause problems such as the palsy her brother suffered after going out alone at night.

In this workshop you will learn to create your own introduction, and tell a story that connects your values to the issues that are important to you. Learn what I discovered about the Wanugi.

Give us a call today (651-357-0110) to schedule a talk or workshop. Because our mission at SkyWaterEarth is to help others be better at saving the world.

