**Mario Hytten’s**

**KEY POINTS**

**For the WAAS-WUC Course on Mind, Thinking and Creativity**

In my presentation, I will I will be using examples that relate to the public at large in order to illustrate some fundamental limitations in the ways we understand and utilize the human mind and the mental processes on which knowledge is based. The limitations are of the same nature of those that preoccupy the Academy but at a lower level of complexity, therefore easily understood without specialist expertise in a particular field.

I also will also show how skilled actors in the commercial world have significantly evolved the techniques they use to interact with consumers, creating behavior change on a scale that social institutions could only dream of. While their results are undeniable, I theorize that these communication techniques have to a large degree evolved organically, by creativity and trial-and-error rather than scientifically grounded processes. I believe this provides intriguing clues about the mental processes by which successful solutions are arrived at.

My course will take its inspiration from my white book INSTINCTIVELY SUSTAINABLE. Its purpose is to reverse-engineer the communication techniques that commercial actors employ to promote commercial brands, then to reshuffle its component parts in order to apply the fundamental techniques for a higher purpose: promoting a new social reality.

Rather than trying to persuade the public to adopt this social reality through rational arguments and public policy, the concept is to define it and promote it as part of an aspirational lifestyle.

**The Power of analogy, metaphor and heuristics**

1. Illustrations of the power of analogies, metaphors and heuristics.
2. How decision makers and experts often take little notice of the way in which individuals, communities, societies and cultures construe what they call reality.
3. How the commercial world has been more successful in creating behavior change, without necessarily understanding the reasons.
4. How this discrepancy impedes progress in different fields of natural and social sciences, public policy, collective and individual behavior.
5. How the understanding of mental processes will help us to distinguish between knowledge acquisition and behavior change.