Education in the Post Industrial Era

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WAAS Rio Nov. 2018

• We are the first generation that has a clear picture of the value of nature and the enormous impact we have on it.
• We may also be the last that can act to reverse this trend.
• This has an immediate impact on future education
The Industrial Era

- Focus on economic motivation
- Led to enormous growth
- But left us with dramatic exposure to immense environmental and societal risks.
Accelerated Rate Of Change

The Lantern Lighter —
) The Little Prince)
A Paradigm Shift

• A more complex and multi-dimensional metrics is needed
• We came with Economical, Societal, Environmental and Consciousness metrics (ESEC)
• $Trillion needed annually
Sustainable Development Goals

• The Paris Agreement (December 2015)
• The United Nations Sustainable Development Goals (SDGs).
• ALL member countries are committed to reach the goals by the end of 2030.
• SDG 4 talks about education
• We suggest two educational efforts that are excluded
Obstacles

• Short – termism
• 2030 is too far
• Externalities
• Small educational expenditures can lead to large savings in internal security, increase trust, reduction of violence and crime.
• Who will be willing to pay?
Bottom Up Approach

• Advanced speaking ability distinguishes human beings from other creatures
• It enables planning, co-operation on large projects, building complex tools, intelligent decision making
• It has a large potential effect on economic success
• A Growing need to alleviate the level of human discourse and correct its present decline.
• R&D on Eco-Linguistic tools and technology to assist in this process.
Rash or Rational

• Communication affects our achievements, and indicates our ability to make rational choices.
• Kahneman and Tversky: cases of "irrational" decisions.
• Resulting from the operation of two different systems:
  – System 1: fast, unconscious and automatic
  – System 2: slow, conscious and controlled.
The speaking ability

• Activated by two distinct mechanisms

• One is apparently based on ancient parts of the brain (unconscious, instinctive, automatic and rapid. They are often egotistic, un-friendly, and invite aggressive responses. Indifferent to others and to the environment).

• The second is apparently controlled by the frontal lobe of the neo-cortex. Slower reaction, reflecting a conscious decision that considers alternatives. Typically friendly, empathic, and co-operative.

• The re is a built-in switch that transfers control between mechanisms
Ventral and Dorsal Speech Pathways
The Built In Switch

• Dr. Weinbach’s "Switch My Speech" (SMS) technology.
• Based on mentor-group interaction
• Trains people to deal with stressed situations.
• Tested with great success on many peoples (languages, all age group, variety of professions)
• People learned to gain better control on the hidden switch, which means that they consciously control their unconscious behavior!
• Self-control achieved by repetitive training.
Teaching the masses

• The need to move from frontal teaching to instrument self-training, without human mentor

• The need to develop objective measuring tools to assess the process.

• The bio-feedback model

• Our Project (Dr. Weinbach, Dr. Korenman and myself)

• Where a major part of the programming is done by our colleagues in the Palestinian Authority
Expected results

• Being able to activate the switch affects the speech as well as the well-being of the person.
• It will lead to a more secure and trusting society.
• It is essential for handling all other SDGs.
• A possible improvement of the general health level
• Reduction of violence and crime, equalization of opportunity to flourish socially.
• A small investment may lead to substantial effects on internal and external security, economic success, improved health
Top- Down Approach

• prepare top management to deal with the immense SDG challenge

• The SDG's require huge global annual investments of $Trillions, to build the necessary infrastructure.

• A trillion is a 1000 times larger than a billion. much larger number of much larger projects.
The slogan "From $B to $T by 2020".

- Preliminary missions have to be accomplished by the end of 2020
- Only about 800 days left!
- Otherwise, a high chance of missing the 2030 deadline!
- The role of leading consulting & accounting firms and regulators, & elder business mentors
- TFN (Trans-Form-Nation) laboratories. the role of national and international regulation on the capital markets, retirement
And don’t forget the magic number
Thanks!
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The End