

# Education in the Post Industrial Era

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# Living Planet Report 2018 (Oct.2018)

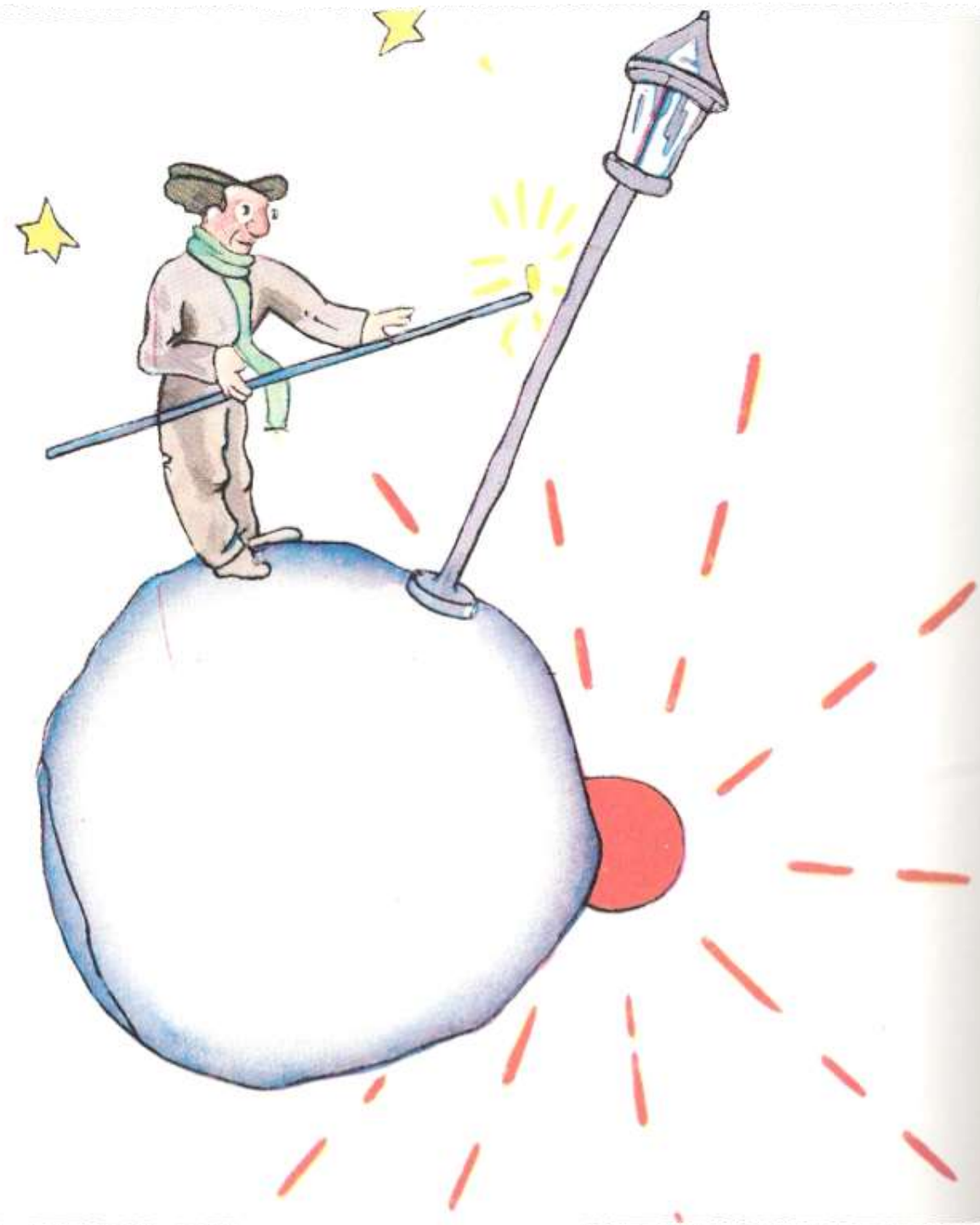
- We are the first generation that has a clear picture of the value of nature and the enormous impact we have on it.
- We may also be the last that can act to reverse this trend.
- This has an immediate impact on future education

# 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

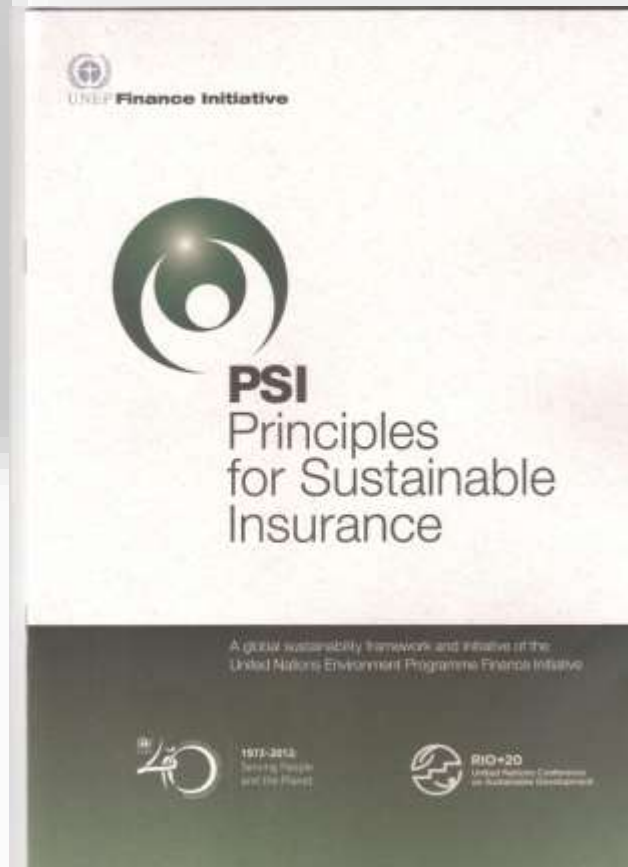
The Lantern Lighter –  
) The Little Prince)



# 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

# RIO+20



# 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.

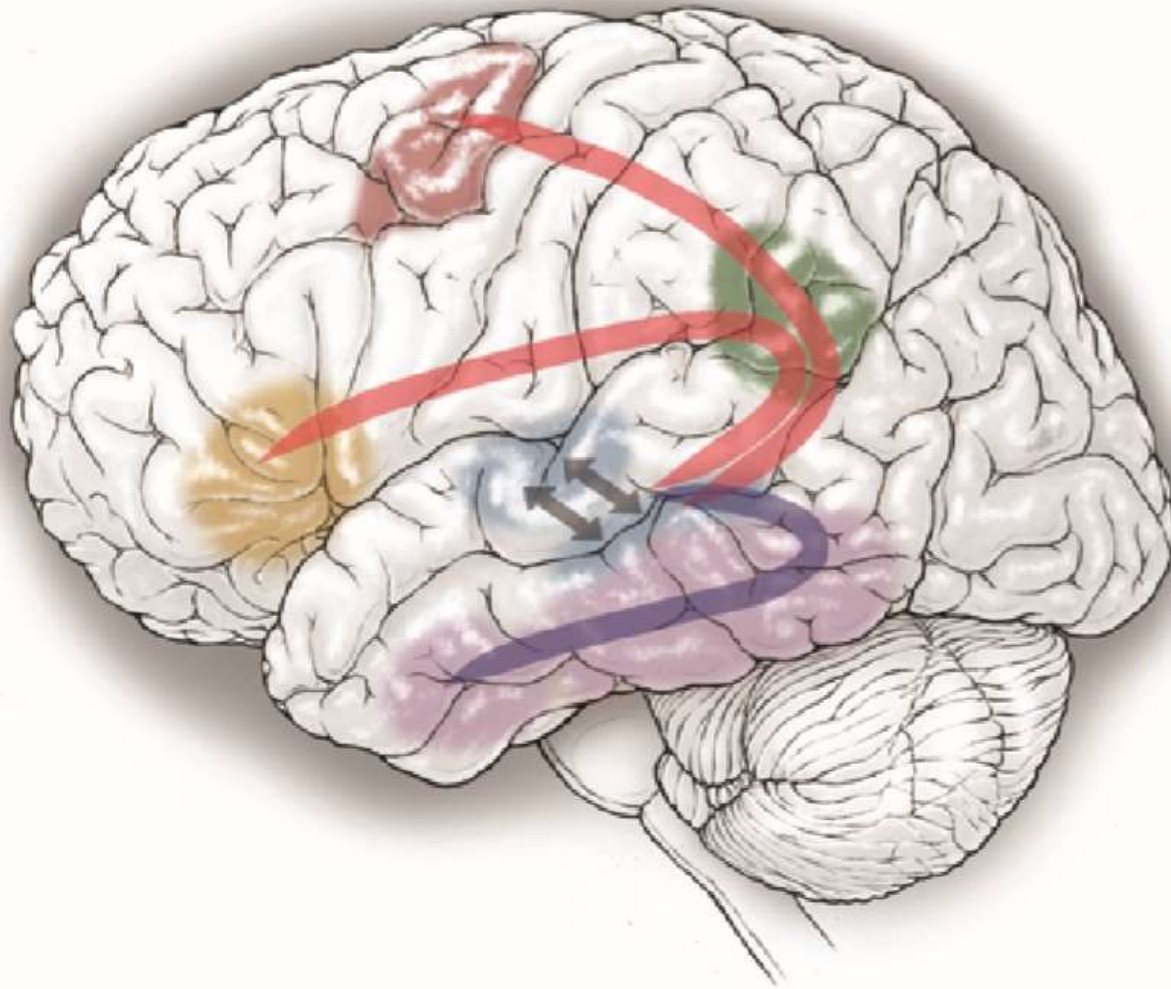
# Rash or Rational

- 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.
- There 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!**  
**UNI-Talk**

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The End