



Lessons From the International Year of the Pulse: Shaping future paths with sticky messages from a cooperative rider and elephant-go!



Colo

CO



“Education is about the strength of a pail; it is” Yates

This stimulates and creates the opportunity for epiphanies/cooperation!!!



Whole Grains Summit 2015

Whole Grains & Health: Empowering **healthy change**
together

Crossing fields. *Empowering communities. Harvesting Impact.*

Question: What are the most important things to DO as a whole grains community as next steps?

Outcomes: Project outlines and initiatives for organizations to move forward

**Let's Look at Some Underlying Issues/
Challenges/Opportunities**

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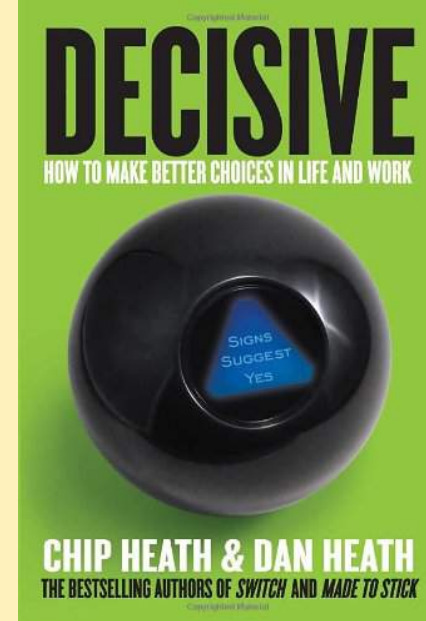
Villains of Making Good Decisions

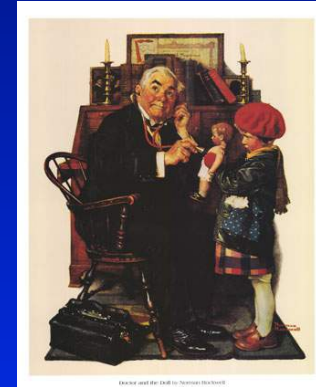
Villain

- Narrow focus
- Confirmation Bias
- Short Term Emotion
- Overconfidence

Remedy

- Widen your options
- Reality Test Assumptions
- Attain Distance
- Prepare to Be Wrong





Plant Food (VFG)-Health Conundrum

Eat mostly
foods of plant
origin for
cancer
prevention



WCRF-AICR: Food, Nutrition,
Physical Activity and the Prevention of
Cancer: a Global Perspective. Nov.1-2,
2007

No convincing
epidemiological
evidence that any
specific type of
plant food (V,F,G)
or nutrient inhibits
cancer of any type

The Role of Diet and Nutrition is Being Challenged

2012

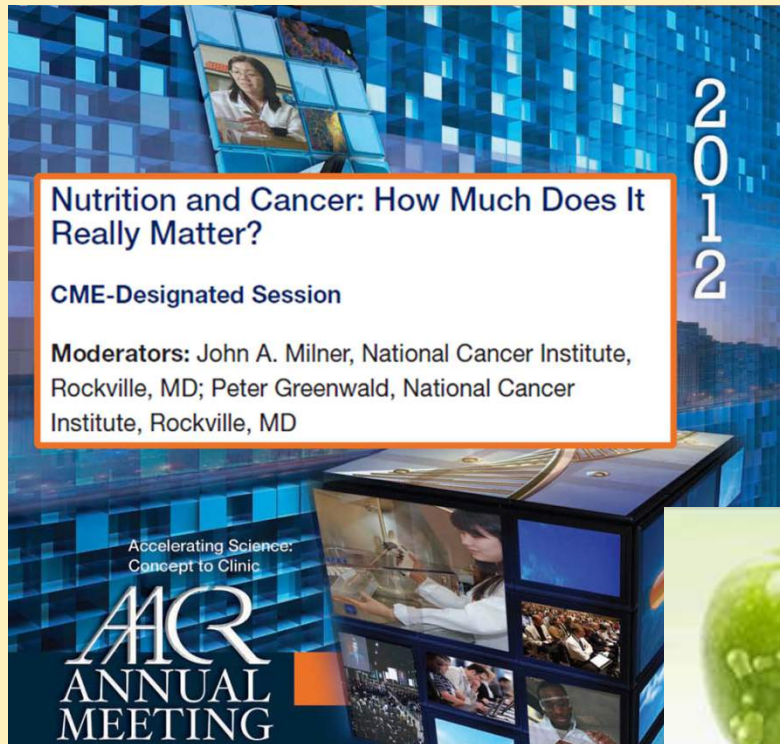
Nutrition and Cancer: How Much Does It Really Matter?

CME-Designated Session

Moderators: John A. Milner, National Cancer Institute, Rockville, MD; Peter Greenwald, National Cancer Institute, Rockville, MD

Accelerating Science:
Concept to Clinic

AACR
ANNUAL
MEETING



FDA Expands Advice on Statin Risks

<http://www.fda.gov/forconsumers/consumerupdates/ucm293330.htm>



Metabolism, Diet and Disease 2014:
Cancer and metabolism

28–30 May 2014
Georgetown University, Washington DC, USA
www.metabolism-diet-and-disease.com



 BioMed Central
The Open Access Publisher

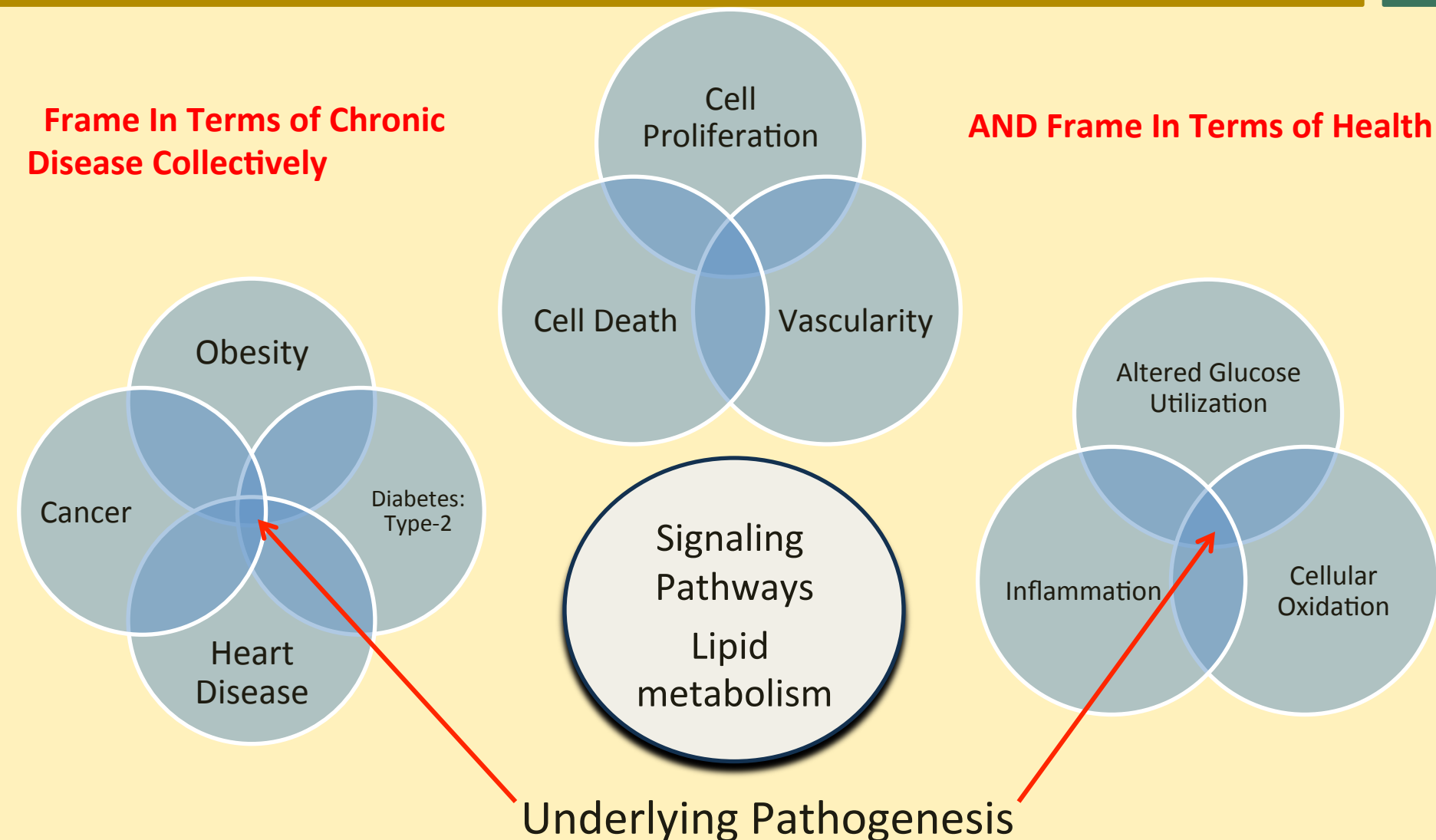
These speakers, plus many more, will present insights from the cutting-edge of the fields of metabolism and cancer with a panel discussion **'Is cancer preventable? The influence of diet on cancer'** tackling the much-disputed issue of whether cancer is preventable by regulating lifestyle, in particular by controlling diet and weight gain. A selection will be made from submitted abstracts for oral presentations.



Similar Metabolic Alterations Underlie the Pathogenesis of all the Major Chronic Diseases

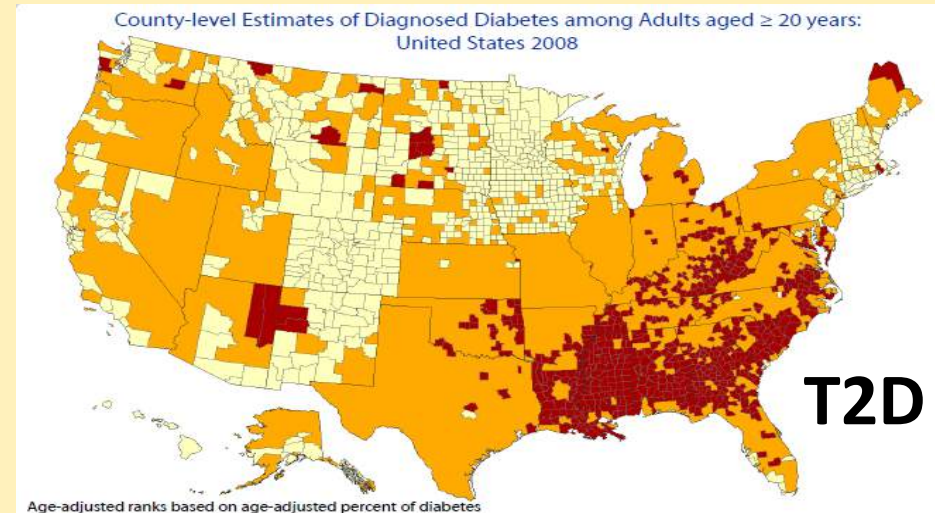
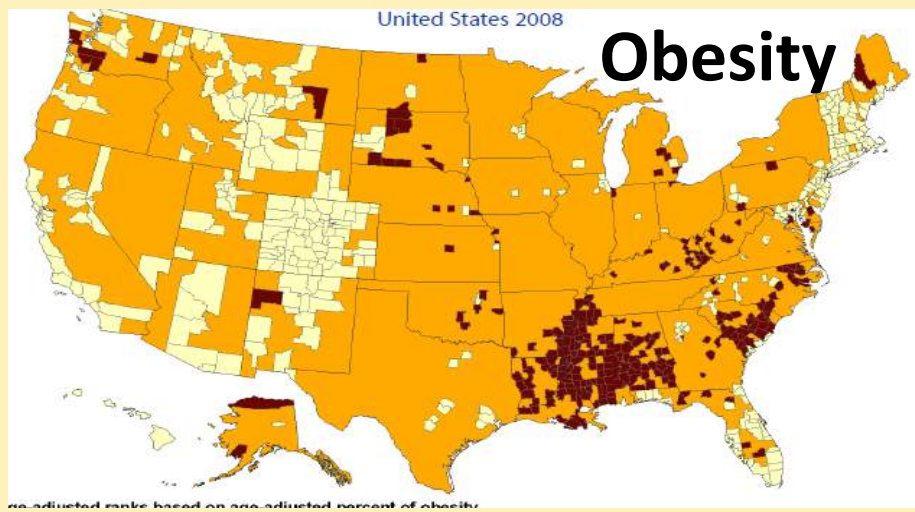
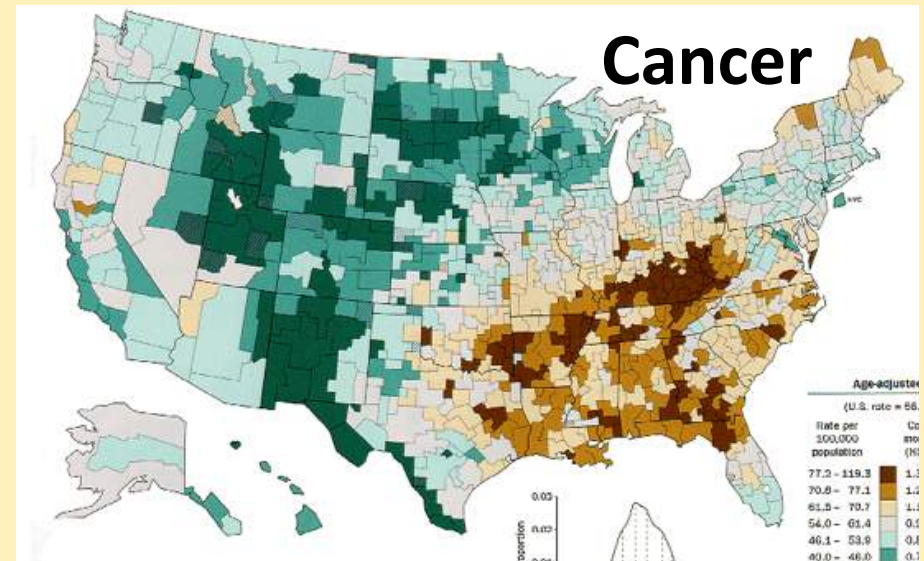
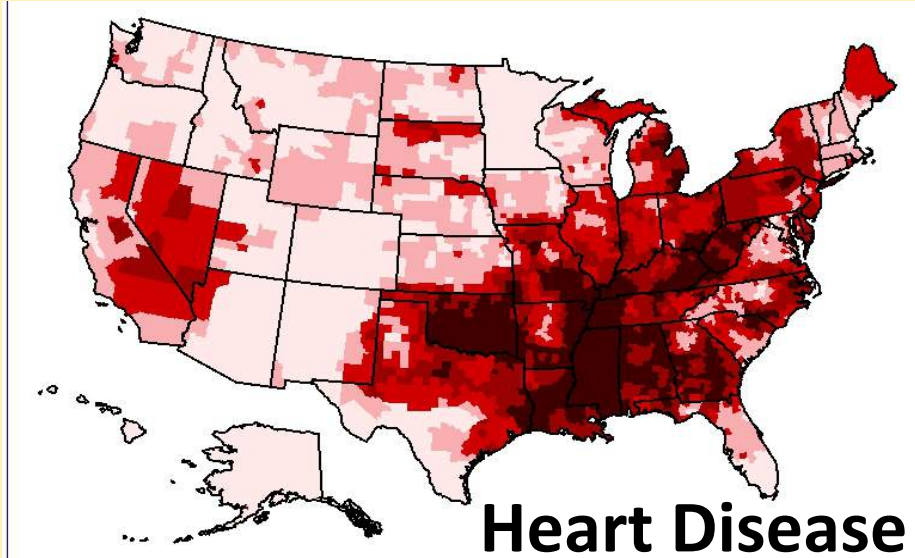
Frame In Terms of Chronic Disease Collectively

AND Frame In Terms of Health



The Inter-Relatedness of Chronic Disease

Reality Check Assumptions



Production

Breeding
Commodities



Post Harvest
Processing

**Broken Food
System**

GAP

Public Health

Nutrients
Bioactives



Obesity
Malnutrition
Disease

Consumption

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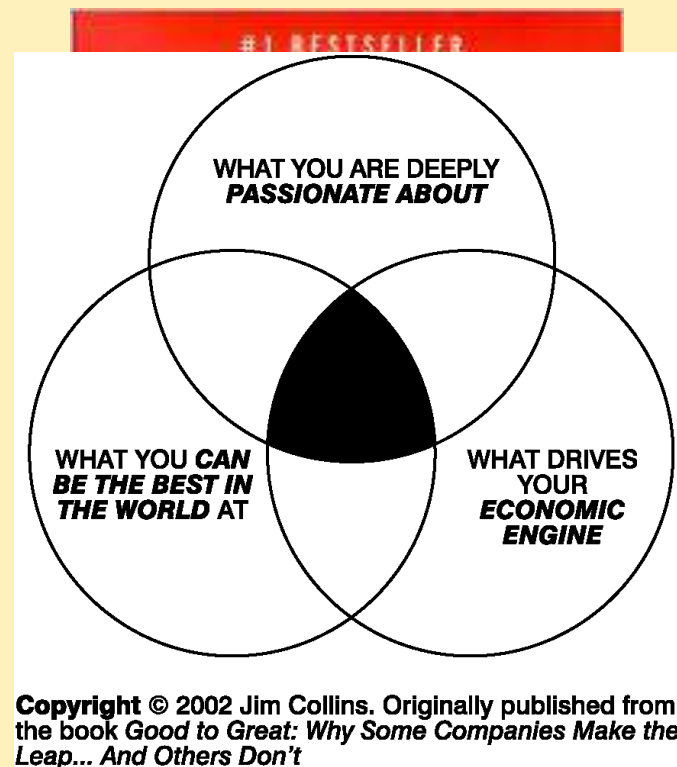
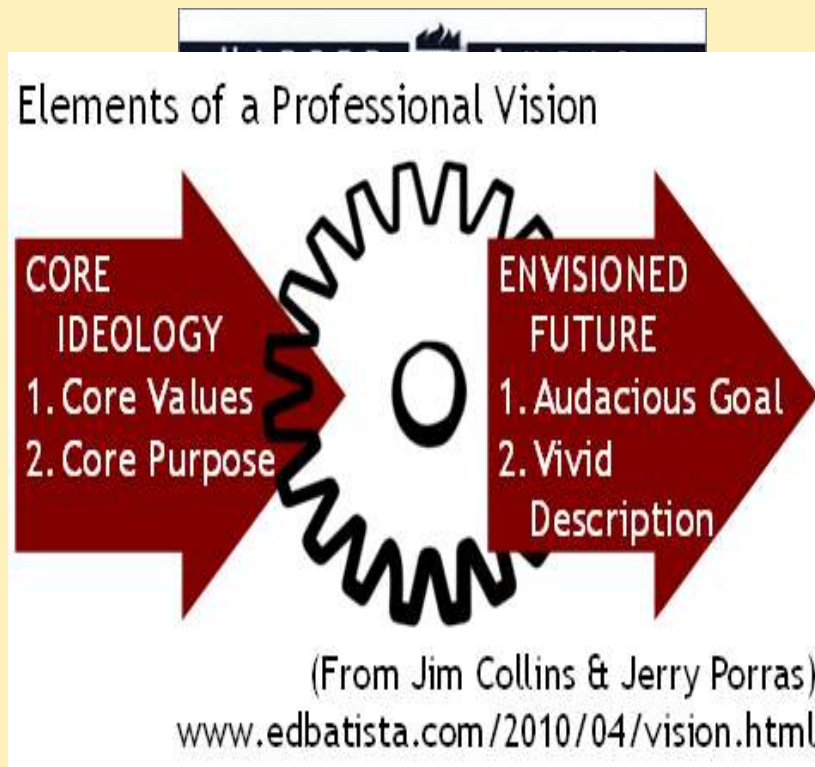
Outcomes: Project outlines and initiatives for organizations to move forward

Let's Look at Some Underlying Issues

Genius of the “and” not the tyranny of the “or”

“Maintain the core and stimulate progress”

BHAGs



A Transdisciplinary Approach to Chronic Disease Prevention (**Health Promotion**)

Farmer



Grocer



Consumer



*Don't Allow The Devil's
Advocates to Express
Themselves During Your Process
of Ideation
(Chris Waugh, IDEO)*



Agricultural Sciences



Lab



Biomedical Sciences



The Genius of the AND NOT The Tyranny of the OR

- Beans
- Peas
- Chickpeas
- Lentils

(Divided we fall)

Acres planted, Amount consumed

- Pulse Crops
(United we stand)

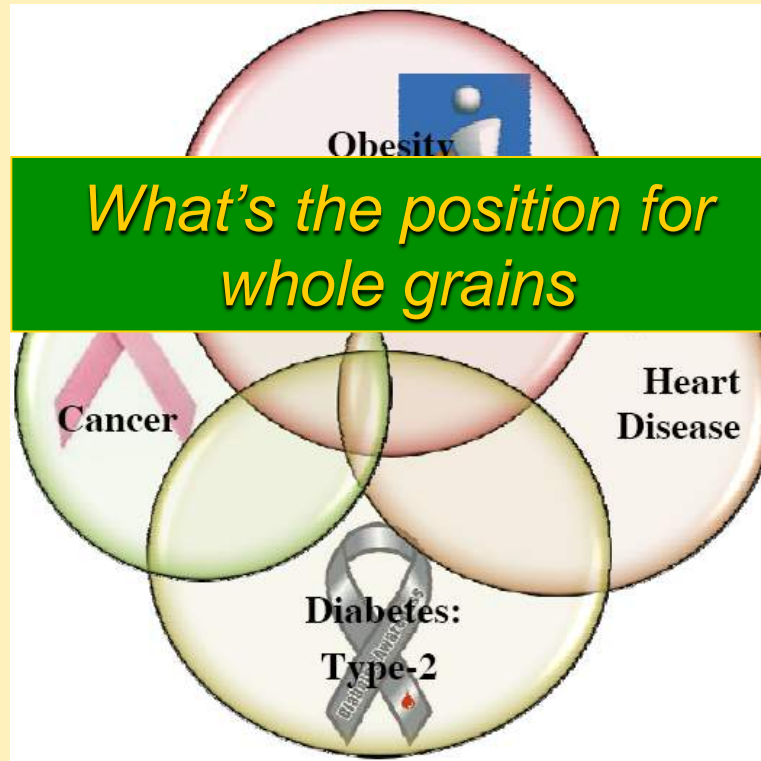


GLOBAL PULSE CONFEDERATION



CELEBRATE THE 2016 INTERNATIONAL YEAR OF PULSES | WWW.IYOP.NET
OFFICIAL UN SITE | WWW.FAO.ORG/PULSES-2016/

BHAG: Save A Million Lives



Agriculture is an Instrument of Public Health
(Core Goal)

Whole Grains Summit 2015

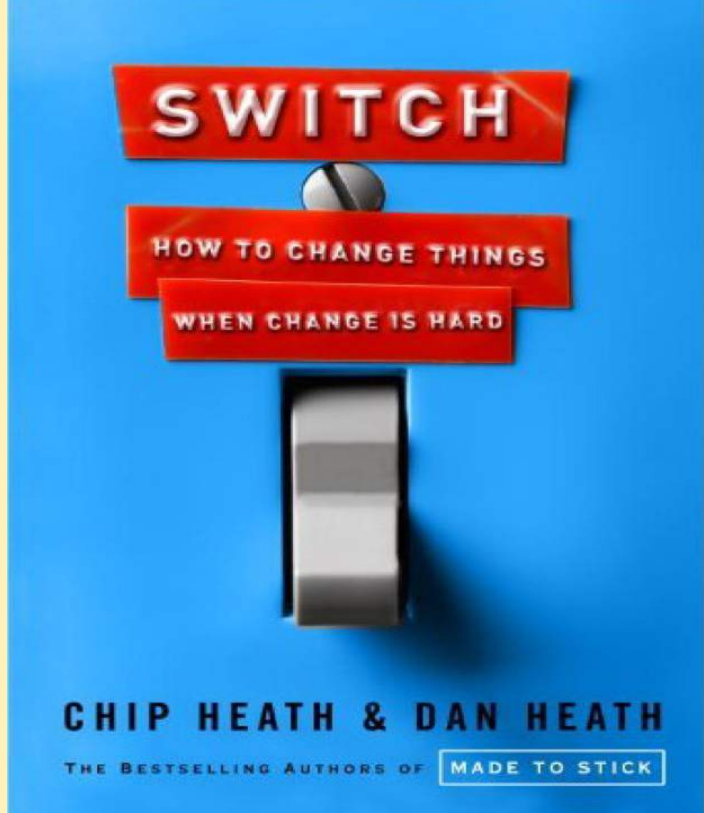
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How to Change Behaviors

- **Direct the rider** (Bright spots, script critical moves, point to destination) Clear set of directions -feasible
- **Motivate the elephant** (Find the feeling, shrink the change, grow your people) Excited to try-we can do this
- **Shape the path** (tweak the environment, build habits, rally the heard) Get the behavior to be routine-like brushing teeth

IYOP

Cores Messages That Direct the Ryder (Clarity)

Pulses are the Future of Food (use threes to communicate)

- Pulses are the future of taste.
- Pulses are the future of nutrition.
- Pulses are the future of sustainable food.



CELEBRATE THE 2016 INTERNATIONAL YEAR OF PULSES | WWW.IYOP.NET
OFFICIAL UN SITE | WWW.FAO.ORG/PULSES-2016/

IYOP

BHAGs That Motivate the Elephant

GPC has set several ambitious targets in light of this once-in-a-lifetime opportunity

- Increase pulse production by 10% by 2020 (2015 baseline)
- Increase pulse consumption by 10% by 2020 (2015 baseline)
- Improve market access to facilitate local, national and international trade
- Engage 30 countries as advocates and investors in the International Year's targets
- Engage 50 partners as advocates and investors in the International Year



dan pink drive

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RSA

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3 FACTORS LEAD TO BETTER
PERFORMANCE & PERSONAL
SATISFACTION...

AUTONOMY
MASTERY
PURPOSE



Shape the Path (Clock Building-Collins)

We are working in 4 key areas to promote the global production and consumption of pulses:

- a) Increase Food & Nutrition Security & Innovation by partnering with governments and the private sector to increase production and consumption of pulses.
- b) Create Awareness by establishing pulses as a globally-recognized food category.
- c) Address Market Access and Stability issues so pulses can be marketed, at the local, regional and international level, and add value across the food chain.
- d) Contribute to Productivity and Environmental Sustainability by highlighting the important role pulses have to play in soil health and lowering the carbon footprint of food production.

We are building a long-term legacy about the role of pulses in 2016 and the future.

- a) The Global Pulse Confederation has partnered with over 20 research organizations, universities, foundations, business associations, corporations and NGOs to encourage improving pulse production and consumption throughout the food chain that would further global production of pulses, better utilize crop rotations, and address challenges in the consumption and trade of pulses.

Why Some Ideas Survive
and Others Die

MADE

to

STICK

Chip Heath & Dan Heath

can improve your idea

Question to ask : is the
audience's version still core

our idea pride

audience has
a vote in it

- Misquotations that stuck
- the power of spotting
- speakers and stickers
- the curse of knowledge again

The communication Framework

- sticky problems
- JFK vs Floyd Lee

Spotting inspiring stories

to spot stories
to use in telling

templates

springboard story

Gary Klein

stories as flight simulators

Clinic

Examples

If I look at the mass I will never
act, if I look at one, I will.

The Mother Teresa principle

Semantic stretch

appealing to Self-Interest

Schlocky but masterful mail-order ads

WIFFY

Avoiding Maslow's basement

Clinic

Three strategies

Creating empathy

Examples

Finding credibility

the human scale principle

Powerful details

authority / anti-authority

The Sinatra Test

NBA rookie camp

Clinic

Examples

Epilogue:
What Sticks



Chapter 6:
Stories



Chapter 5:
Emotional



Chapter 4:
Credible



Chapter 3:
Concrete



Chapter 1:
Simple



Chapter 2:
Unexpected



0. Introduction
What Sticks?

About

book
mind map

Understandable, memorable
and effective in changing
thought and behavior

sticky

Success

checklist for successful ideas

- The Villain Curse of Knowledge
- Creativity starts with templates
- Tapper
- no foolproof recipe
- examples

Commander's Intent

The inverted pyramid

Decision paralysis

Simple = core + compact

Proverbs

The Palm Pilot Wood Block

what is easiest to remember?

Using what's there

The Pomelo schema

Generative analogies

Examples

Successful flight safety announcement

Getting people's attention

The surprise bow

Gimmicky surprise

Breaking the guessing machine

Gap Theory

Priming the gap

Movie Turning points

Examples

Concrete is memorable

Velcro Theory of memory

concrete allows coordination

Examples

The Genius of the AND

- Energy Independent
- Environmentally Sustainable
- Food Secure (and Safe)
- Human Well Being Optimized
- Authentic
- Standard kitchen preparation methods (vs processed)
- Clean labels
- Affordable, Delicious, Nutritious (Good deal-value)

Simple, Unexpected, Concrete, Credible, Emotional, Stories

plant based protein

ELECTROLYTES
for Muscle Health*

ENERGY
for Body and Mind

HIGH FIBER
for Heart Health

* Contains Potassium,
Calcium + Magnesium

not from concentrate
refrigerate after opening
shake well



Vegan . Soy Free . Gluten Free

12 FL OZ (354 ML)

Nutrition Facts

Serving Size 1 Bottle

Amount Per Serving

Calories 200 Calories from Fat 60

% Daily Value*

Total Fat 7g 11%

Saturated Fat 6g 30%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 35mg 1%

Potassium 300mg 9%

Total Carbohydrate 33g 11%

Dietary Fiber 4g 16%

Sugars 22g

Protein 4g

Vitamin A 0% • Vitamin C 0%

Calcium 4% • Iron 6%

Thiamin 6% • Niacin 8%

Folate 4% • Magnesium 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500 mg	3,500 mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4



GLUTEN FREE

INGREDIENTS: NAVY BEAN MILK (FILTERED WATER AND NAVY BEANS), COCONUT MILK, BANANA PUREE, PINEAPPLE PUREE, ORGANIC AGAVE NECTAR, WILD OATS, AND CITRIC ACID.

Be nice to your body

Navy beans are one of nature's gifts! Immensely nutritious, great tasting + highly sustainable. Our farmers in the Midwest + Great Plains grow the finest non-genetically modified grade AA navy beans used in our homemade recipe.

Manufactured for
BeaNice - Oakland, CA
drinkbeanice.com

CACRV HI, ME 5¢



8 04551 75712 9

Simple, Unexpected, Concrete, Credible, Emotional, Stories



Pulses are the future of taste.

- Pulses appeal to any taste with variety and versatility.
- They add flavour, texture and colour to almost any dish.
- They're available globally and affordably.

Pulses are the future of nutrition.

- Pulses provide good nutrition in every bite - including protein, fibre, vitamins and minerals.
- Pulses improve other foods when included as an ingredient to increase protein and fibre.
- Pulses reduce the risk of some chronic diseases and improve human health.

Pulses are the future of sustainable food.

- Pulses have a low carbon footprint.
- Pulses grow with little water and fertilizer.
- Growing pulses preserves the soils in which they grow.

Simple, Unexpected, Concrete, Credible, Emotional, Stories

Switch Principles

What are the health benefits of eating pulses?

Rider

- 1) Every bite of pulses is a source of protein, fiber, vitamins and minerals.
- 2) Pulses are a low fat source of protein.
- 3) Pulses can help reduce the risk of chronic diseases.

Why should people eat pulses?

Elephant

- 1) Pulses are delicious.
- 2) Pulses are good for you.
- 3) Pulses are good for people and the planet.

How do people eat pulses?

Path

- 1) People can eat pulses almost any way they like.
- 2) Pulses are at the heart of one or more meals for many people each day.
- 3) Pulses are increasingly used as an ingredient in other foods.

Transdisciplinary- the whole food system

How are pulses sustainable?

- 1) Pulses are a low carbon footprint choice for consumers.⁸
- 2) Pulses use half the non-renewable energy inputs of other crops.
- 3) Pulse crops can improve soil health and reduce land degradation.

What are the on farm benefits of growing Pulses?

- 1) Pulse crops add diversity to crop production.
- 2) Pulses grow with low water and fertilizer requirements
- 3) Putting pulse crops in your crop rotation improves your farm's environmental stewardship.

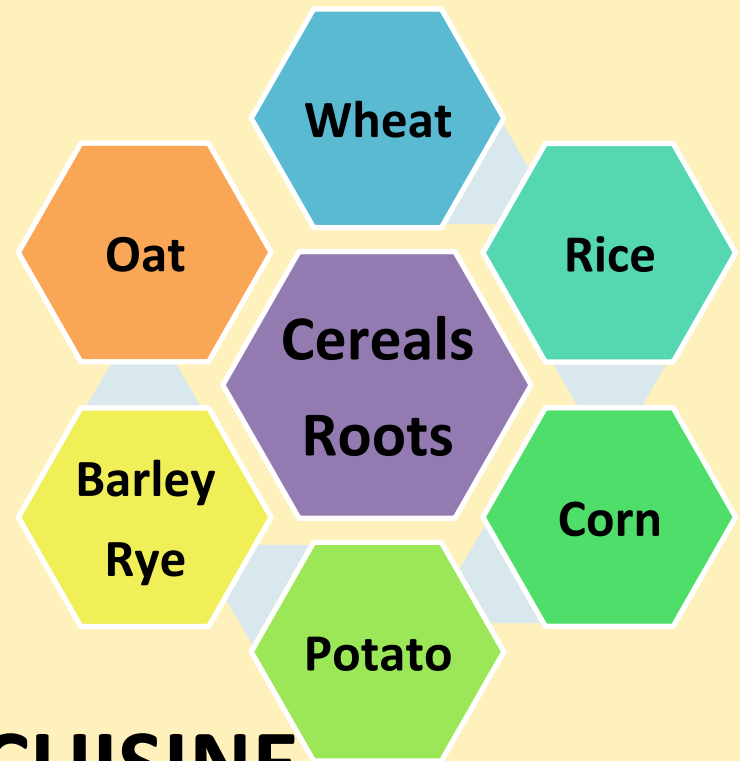
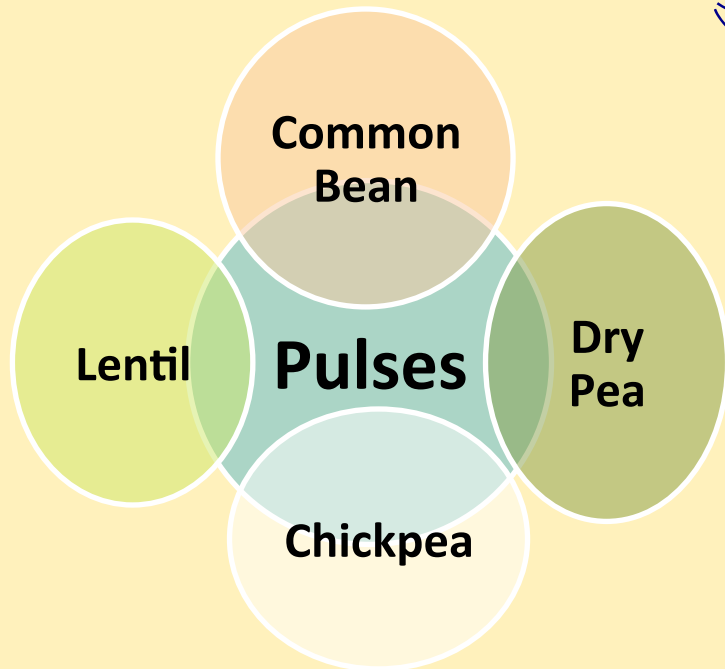
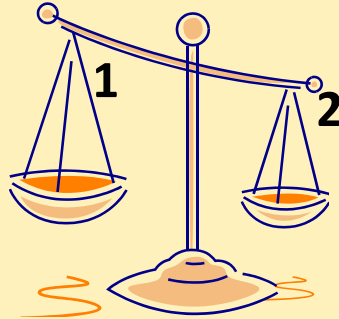
Pixar Story Telling Format (Sandra Kulli)

- **Once upon a time...**
- **And every year...**
- **And then one day...**
- **And because of that...**
- **And because of that...**
- **And because of that...**
- **And in the end...**



Ancient Solutions for 21st Century Problems

Partners and Metrics



THE PAIRINGS CUISINE

The Genius of the AND



Innovation Capture



Better Food, Every Person, Every Day, The World Round

Healthy food, Healthy living: natural, affordable, delicious, nutritious

