

# The Spodek Method Quick-Start Guide

## The Four Steps:

0. Break the ice: "Is the environment something important to you, enough to act on it?"
1. What does the environment mean to you?
2. I invite you to think of something you can do to act on that meaning.
3. Make it a SMART goal
4. Schedule second conversation

Steps 1 and 2 are leadership: evoke *intrinsic* emotions and motivation, then help them come up with a way to act on them. They'll feel inspired.

Steps 3 and 4 are management that help them do the commitment.

## More Detail

### Step 1

Sub-steps of this step

- Evoke quintessential moment. I like to start with “Different people think of the environment differently, depending on where they grew up, for example. Can you think of a quintessential moment of yourself in the environment?”
  - I find the younger they are, the more meaningful.
- “Can you describe what you see, taste, smell, touch, hear? What’s your sensory experience?”
- “Can you name the emotions you feel?”

This step is done when they’ve named some emotions that sound genuine and meaningful.

### Step 2

- Build on the emotions from the last step: I usually say “Based on the emotions you felt in nature, I invite you to think of something you can do to act on them in your regular life.
- Make sure to say “I’m not saying something that almost everyone hears, which is to do something to fix problems. This is for you to act on what you value” before they respond. If they say “But individual action doesn’t matter,” it’s hard to get out of that mindset.
- Three constraints: Something
  1. New, that they aren’t already doing
  2. They do themselves, with their own hands, not for someone else to do
  3. A physical component. They don’t have to measure, but it should feel they left the world better than they found it.
- Tell them it can take five or ten minutes to come up with something
- Don’t let them get away with “I’ll get back to you on it.”

### Steps 3 and 4

It’s easier to avoid, say, meat for dinner five days a week for a month than “to eat less meat.”

The second conversation adds accountability. When people are effectively led, accountability adds motivation. Plus you communicate that you want to hear their results.