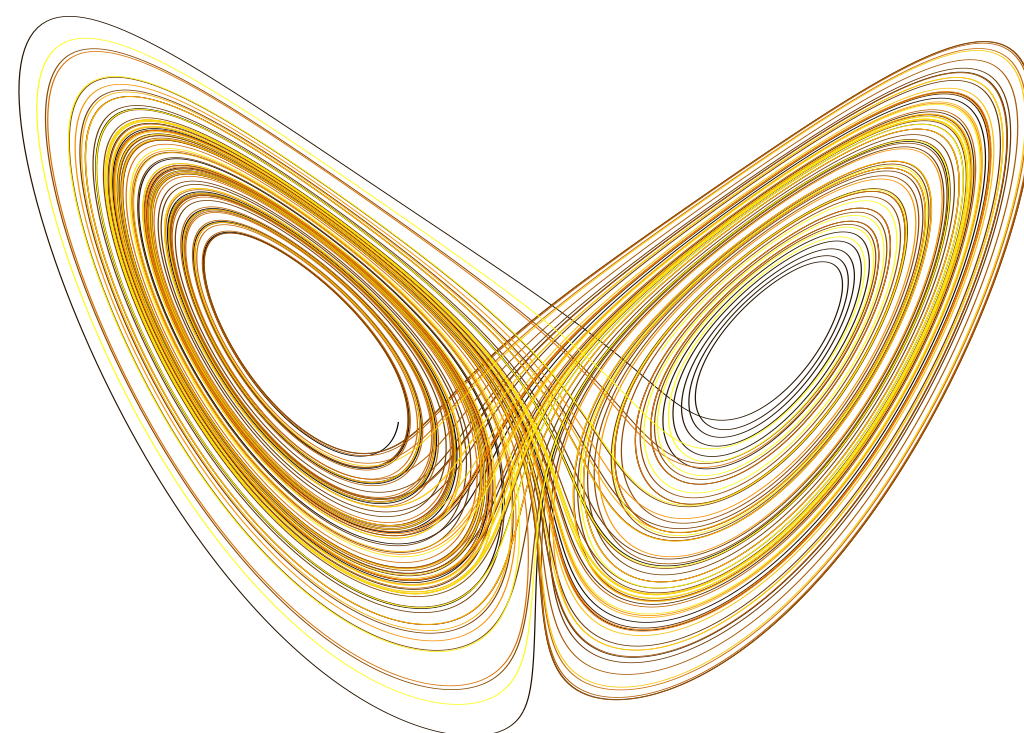


Heade asjade mitmekesisusest, ühtsusest ja vastandlikkusest

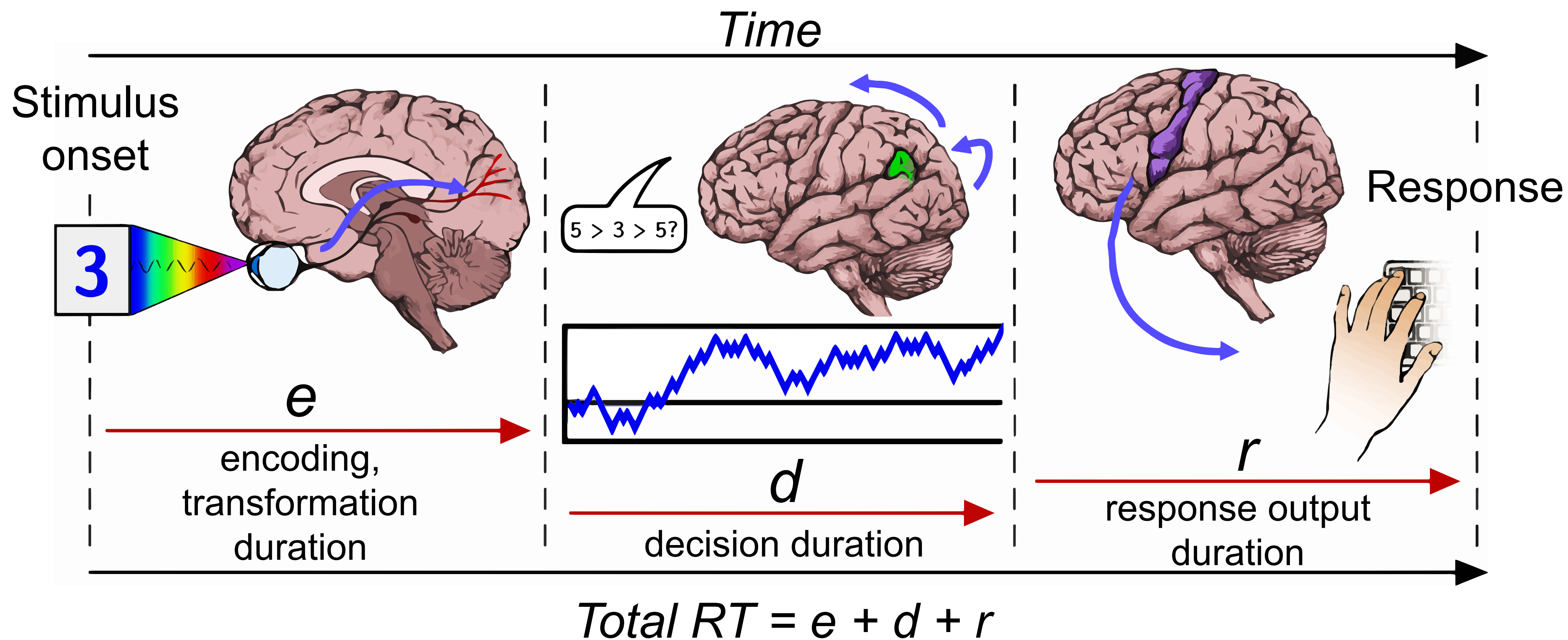
Urmas Tartes

Meri ja soo konverents 1-2.02.2024



Me elame minevikus

Prognoosime alateadlikult tulevikku



d - alateadvus (afekt) hindab saabuvat

Afekt ei ütle mida teha. Seda ütleb seotud kogemus.

Pauk

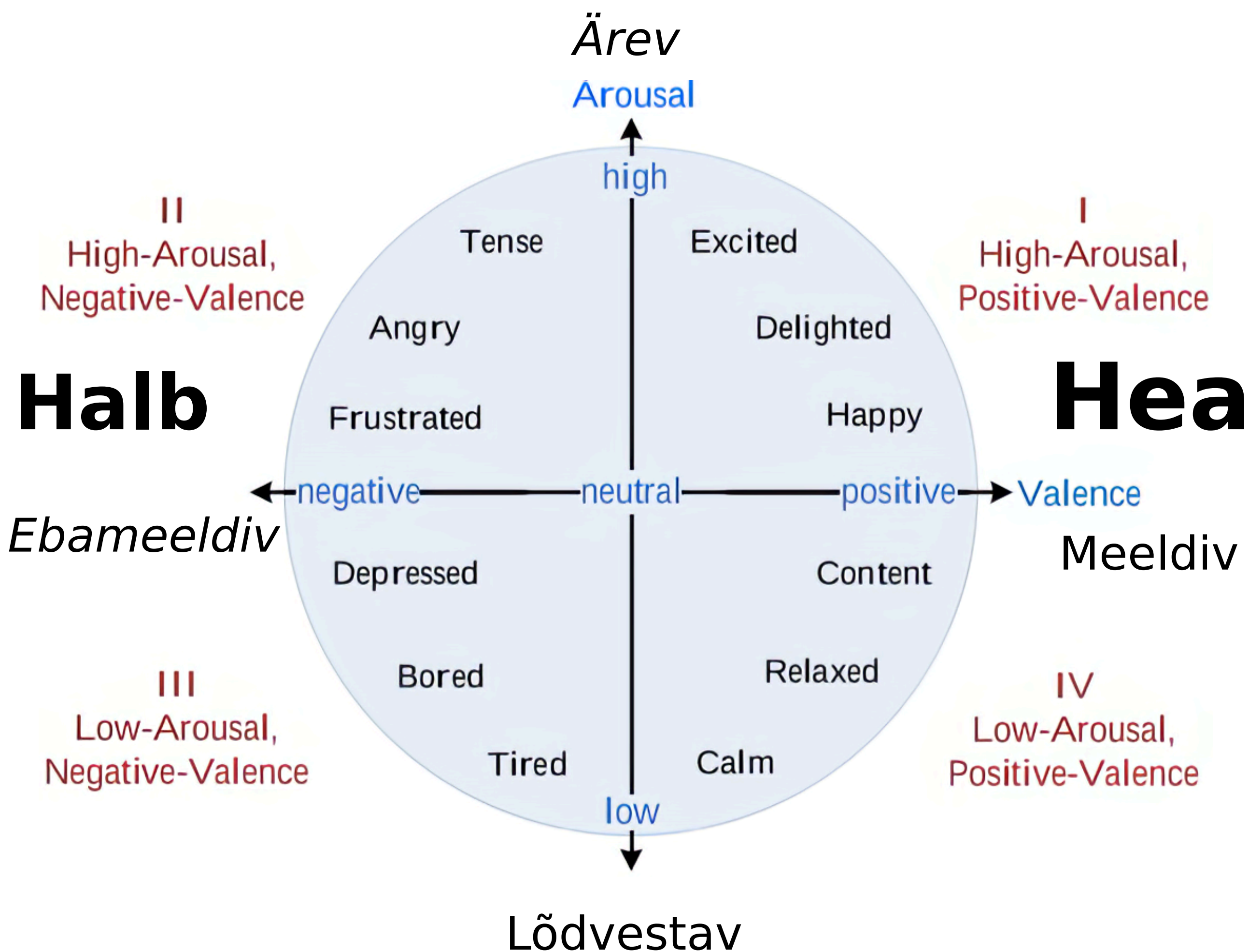
- staadionil
- Авдіївка's
- sooserval

Reaktsiooniaeg. Emily Willoughby, CC BY-SA 4.0 Deed

$e > 13 \text{ ms}$, d - hinnang, $RT > 200 \text{ ms} - \infty$

Alateadvus prognoosib tulevikku

Kõik inimesed tahavad head!



Afektivne seisund (Tundepurse)
 Alateadlik emotsionaalne
 psühhosomaatiline reaktsioon
 sise- ja välisteguritele

Varasem elukogemus

Pärisilm (vahetult kogetav)
 Abstraktne (vaimne) ilm
 Afekt on võrdne

Head tahame

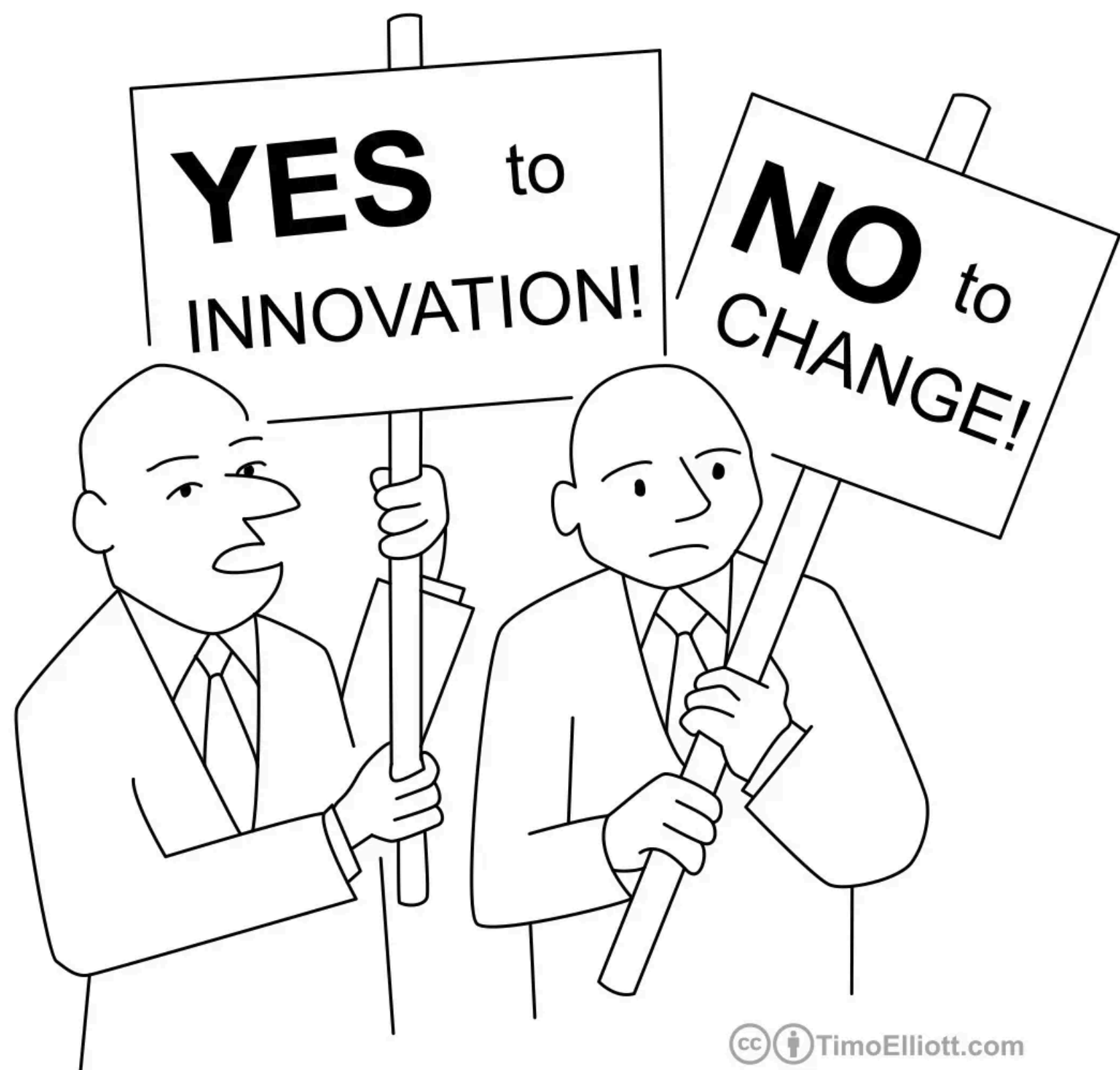
Halba asume kõrvaldama

Afektivi ringmudel

Skeem: Liu, Zhe & Xu, Anbang & Mahmud, Jalal & Liu, Haibin & Akkiraju, Rama. (2018). Seemo: A Computational Approach to See Emotions. 1-12. 10.1145/3173574.3173938.

Püsivad seosed

Keegi ei taha muutuseid!



© TimoElliott.com

*“We only have two demands!
Why don't people just give us what we want?”*

Evolutsiiooni aeglased muutused
Kord õpituga sai läbi terve elu
Afekt hoiab aega kokku

Muutused eluea kestel

- enam ei saa samamoodi kogu elu
- tänapäeva noorus on hukas

Iga muutus tekitab vastuseisu

- harjumuspärane olek või teadmine muutub
- jumal ja evolutsioon
- trükimasin ja arvuti
- analoog- ja digifotograafia
- ...

Heade asjade pingerida

Väärtused

Based on robust analysis of 500,000+ **VALUEGRAPHICS** surveys in 152 languages, here are the **56 values** that drive all human behavior.

- | | | | | | |
|-----------------------------|------------------------------|--------------------------|---------------------------|-----------------------|-----------------------|
| 1. Family | 11. Basic Needs | 21. Education | 31. Positive Environments | 41. Equality | 51. Peace |
| 2. Relationships | 12. Harmony | 22. Tradition | 32. Happiness | 42. Service to Others | 52. Money |
| 3. Financial Security | 13. Health/Well-Being | 23. Balance | 33. Ambition | 43. Dependability | 53. Unselfishness |
| 4. Belonging | 14. Experiences | 24. Love | 34. Self-Control | 44. Courage | 54. Confidence |
| 5. Community | 15. Respect | 25. Material Possessions | 35. Self-Expression | 45. Cooperation | 55. Freedom of Speech |
| 6. Personal Growth | 16. Compassion | 26. Patience | 36. Environmentalism | 46. Tolerance | 56. Determination |
| 7. Loyalty | 17. Social Standing | 27. Morality | 37. Independence | 47. Leisure | |
| 8. Religion/Spirituality | 18. Creativity & Imagination | 28. Righteousness | 38. Wealth | 48. Influence | |
| 9. Employment Security | 19. Trustworthiness/Honesty | 29. Friendships | 39. Politeness | 49. Intimacy | |
| 10. Personal Responsibility | 20. Security | 30. Authority | 40. Generosity | 50. Political Freedom | |

<https://www.visualcapitalist.com/most-influential-values/>

Mida isiklikum hea, seda tähtsam ta on.
 Ma olen suur ..., aga mu ... vajab erikohtlemist.
 Keskkond eraldivõetuna on vähe tähtis.

Soode lugu

Lood kujundavad afektireaktsiooni

- Pelgupaik
- Kole paik
- Tühipaik
- Hingepaik
- Koriluse paik
- Süsinikuvaru paik
- Tulupaik
- Kangelastegude paik



*Kikepere raba kuivendamine 1963.
EFA.289.0.80173*



Tõde ja õigus (2019). Allfilm. Kas Pearu hakkas märgala taastama?

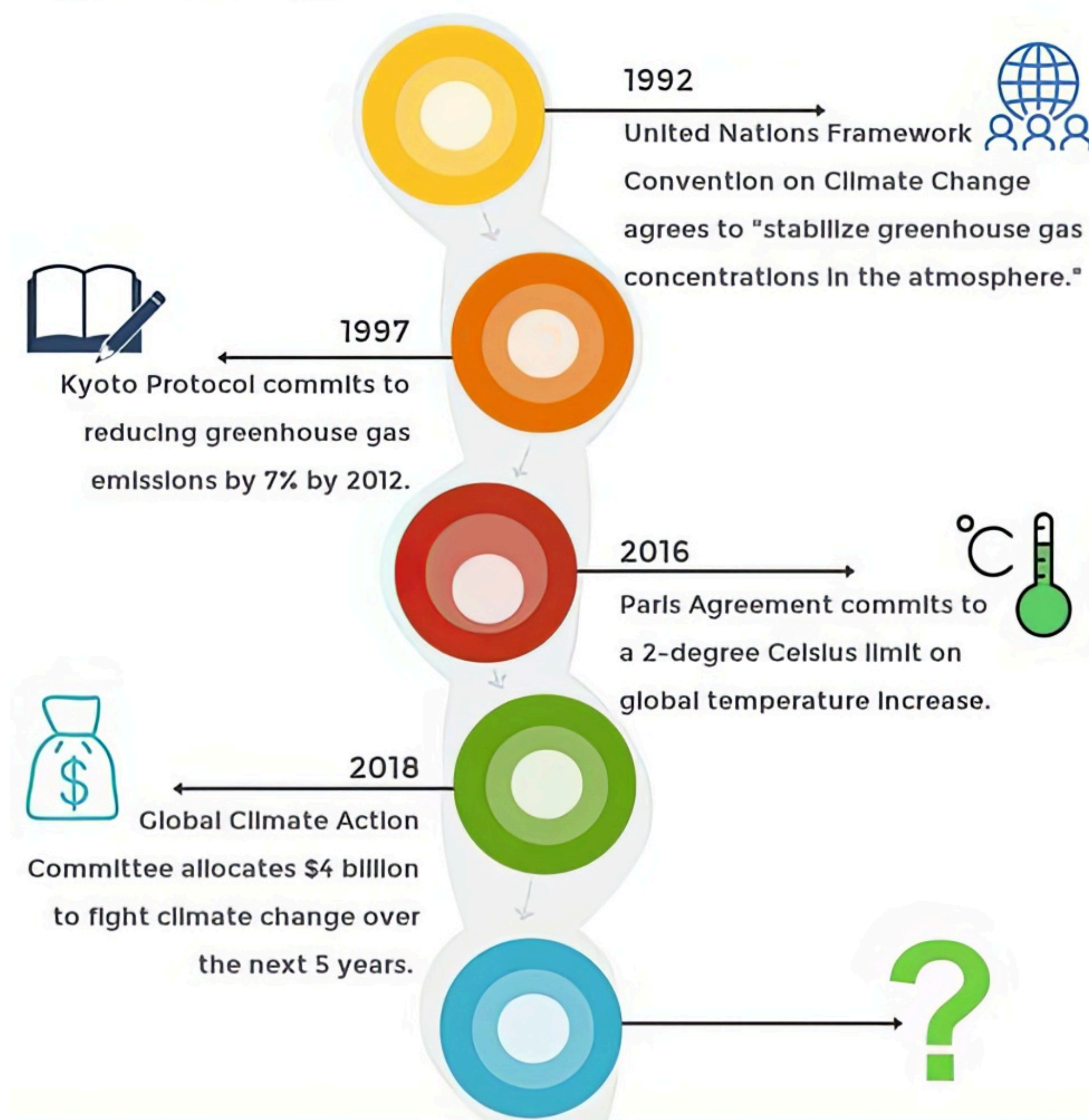


Päikesetõus Kikepera rabas 09.06.2013. Foto Urmas Tartes

15 päeva ja 15 aastat

Vana karu ei õpeta tantsima

A brief history



Emotsionaalne mõtlemine - kiire
Ratsionaalne mõtlemine - aeglane

15 päeva - uues kohas orienteerumine
15 aastat - afektireaktsiooni kujunemine/
muutumine

- 20 aastat maksimaalne vabadusekaotus

Põlvkondade vahetus
Hirm tundmatu ees
Teadmine vähendab hirmu
Tahe õppida, uudishimu

Läbirääkimiste kunst

Hea ja halva või väärtuste kategoorias ei ole võimalik argumenteerida.

Kõik tahavad üksnes head!

- Teadmine ja fantaasia on afekti alusena sama tugevad

Pole tähtis uurida, mida keegi tahab. Tähtis on mõista, miks keegi midagi tahab.

Aega läheb

Isiklikult kõnetavad lood. Loodusest pere liige.

Kompromiss ei ole lahendus

1 MIRROR WORDS SELECTIVELY

One of the quickest ways to establish a rapport and make your counterpart feel safe enough to reveal themselves is with a laser-like focus on what the other party has to say. Use tactics like slowing the conversation down, repeating their words back to them, allowing for silence and changing your tone of voice (try the "late night FM DJ voice").

3 GET TO "NO"

Being pushed for "yes" makes people defensive, but saying "No" makes the speaker feel safe, secure, and in control, so trigger it. Ask no-oriented questions, like: "Is now a bad time to talk?" and "Have you given up on this project?"

5 RESIST COMPROMISE

Frame the conversation in such a way that your counterpart will unconsciously accept the limits you place on the discussion. Navigate deadlines to create a sense of urgency and anchor your counterpart's emotions so that not accepting your offer feels like a loss.

7 GUARANTEE EXECUTION

Don't let your work fall apart when you're close to securing a deal: Identify the motivations of the players "behind the table" and spot liars by paying attention to body language; test if your counterpart's "yes" is real by getting them to reaffirm their agreement at least three times. Use your own name and humor to break tension and show your human side.

9 FIND BLACK SWANS

To uncover the "Unknown Unknowns" work to understand the other side's position and worldview. Find common ground with them, and get some face time. These tactics will help you dig deeper and uncover the hidden variables of the situation.

2 PRACTICE TACTICAL EMPATHY

Demonstrate to your counterpart that you see the nuances of their emotions. Proactively label their fears. Phrases like "It sounds like you are afraid of..." and "It looks like you're concerned about..." go a long way in disarming them. Also, list the worst things that the other party could say about you and say them before they can.

4 TRIGGER "THAT'S RIGHT"

The moment you've convinced someone that you understand their dreams and feelings is the moment a negotiation breakthrough can happen. Trigger a "that's right" response by summarizing and reaffirming how they feel and what they want.

6 CREATE THE ILLUSION OF CONTROL

Don't try to force your opponent to admit that you are right. Ask questions, that begin with "How?" or "What?" so your opponent uses mental energy to figure out the answer.

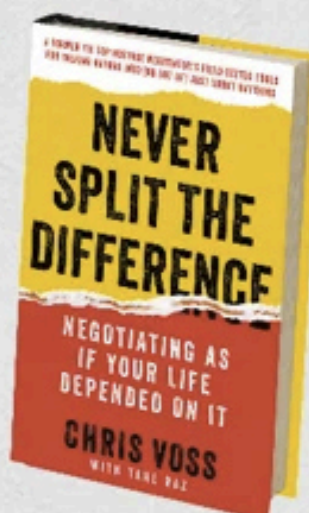
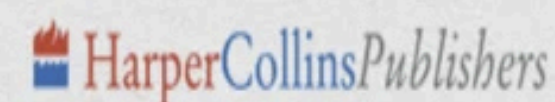
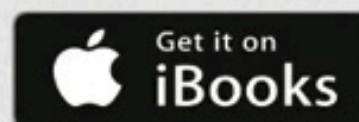
8 BARGAIN HARD

Identify your counterpart's negotiating style, prepare, prepare, prepare, and steel yourself to take a figurative punch. These practices will give you the confidence you need for a tough conversation.

Available in stores and online:



800ceoread



LATE NIGHT D.J. VOICE
CALM & SLOW
TRUSTWORTHY

POSITIVE & PLAYFUL
EASY GOING
GOOD NATURED

DIRECT & ASSERTIVE
USED RARELY



ASK CALIBRATED HOW QUESTIONS

LISTEN INTENSELY!

DEMONSTRATE EMPATHY
+ SHOW A REAL DESIRE
TO UNDERSTAND THEIR
SIDE!



LABEL FEARS TO DIFFUSE

LIST WORST THINGS THE OTHER PERSON MIGHT THINK OF YOU

TACTICAL EMPATHY

1. RECOGNISE THEIR PERSPECTIVE
2. VALIDATE THEIR EMOTIONS BY LABELLING IT "IT SEEMS LIKE ____"
3. PAUSE TO LET THE LABEL SINK IN
4. EVERY 4TH VERBALISATION SHOULD BE A LABEL

- ✗ DON'T ASK 'WHY' Q'S
- ✗ DON'T BE EMOTIONAL
- ✗ DON'T GO FOR 'YES'
- ✗ DON'T START ASSERTIVELY

2 PRIMAL URGES
NEED TO FEEL...

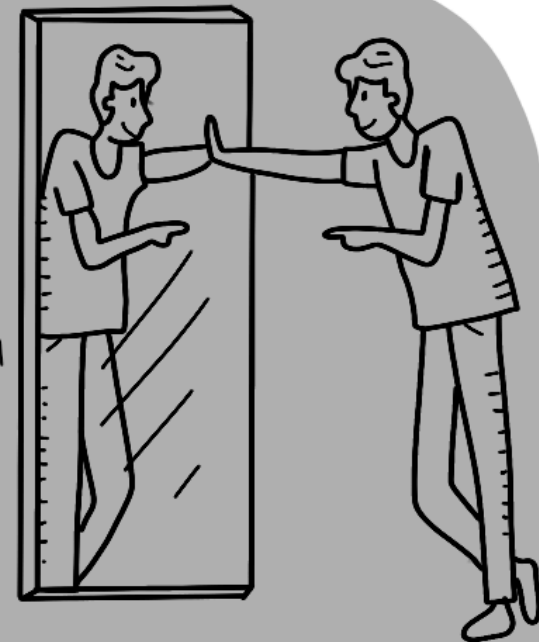
1. IN CONTROL
2. SAFE + SECURE

THE PROBLEM ISN'T THE OTHER PERSON. IT'S THE SITUATION



FIVE STEPS TO MIRRORING

- 1- USE LATE NIGHT DJ VOICE
- 2- START SENTENCES WITH I'M SORRY...
- 3- REPEAT THE LAST FEW IMPORTANT WORDS THAT THEY SAID
- 4- BE SILENT FOR 4 SECONDS
- 5- REPEAT



YES IS NOTHING WITHOUT HOW
"HOW AM I SUPPOSED TO...?"
"HOW DO WE SOLVE THIS?"

NEVER SPLIT THE DIFFERENCE



DISCOUNT STRATEGY

- \$\$\$ HUMANISE YOURSELF "HI, MY NAME IS CHRIS"
- \$\$\$ BE FUN, PLAYFUL + FRIENDLY
- \$\$\$ ASK FOR A PERSONALISED DISCOUNT
- \$\$\$ "WHAT'S THE 'CHRIS' DISCOUNT?"

RULE OF 3X YES



LEVERAGE

POSITIVE - TO BE ABLE TO GIVE WHAT THEY WANT
NEGATIVE - TO BE ABLE TO MAKE THEM SUFFER OR LOSE
NORMATIVE - SHOVING INCONSISTENCIES IN THEIR BELIEFS + VALUES

4 STEPS TO NEGOTIATING

1. THE GOAL
IDENTIFY YOUR BEST CASE OUTCOME
2. SUMMARISE
SUMMARISE THE SITUATION BETTER THAN THEY CAN AIMING FOR A "THAT'S RIGHT" RESPONSE
3. USE 3+ ACCUSATION AUDIT LABELS
IT SEEMS LIKE ____ IS VALUABLE TO YOU
IT SEEMS LIKE YOU DON'T LIKE ____
IT SEEMS LIKE ____ WILL MAKE THINGS EASIER
4. ASK 3+ CALIBRATED QUESTIONS
WHAT ARE YOU TRYING TO ACCOMPLISH HERE?
HOW IS THAT WORTHWHILE?
HOW DOES THAT AFFECT THINGS?

4 WAYS TO SAY "NO" W/O SAYING NO!

- 1- HOW AM I SUPPOSED TO DO THAT?
- 2- YOUR OFFER IS GENEROUS. I'M SORRY THAT DOESN'T WORK
- 3- I'M SORRY, I'M AFRAID I CAN'T DO THAT
- 4- I'M SORRY, NO

"THAT'S RIGHT"

AIM FOR THESE 2 MAGICAL WORDS!

* EFFECTIVE PAUSES *
TO ENCOURAGE THEM TO KEEP TALKING