



Making the Case for Innovation

Jamie K. Reaser



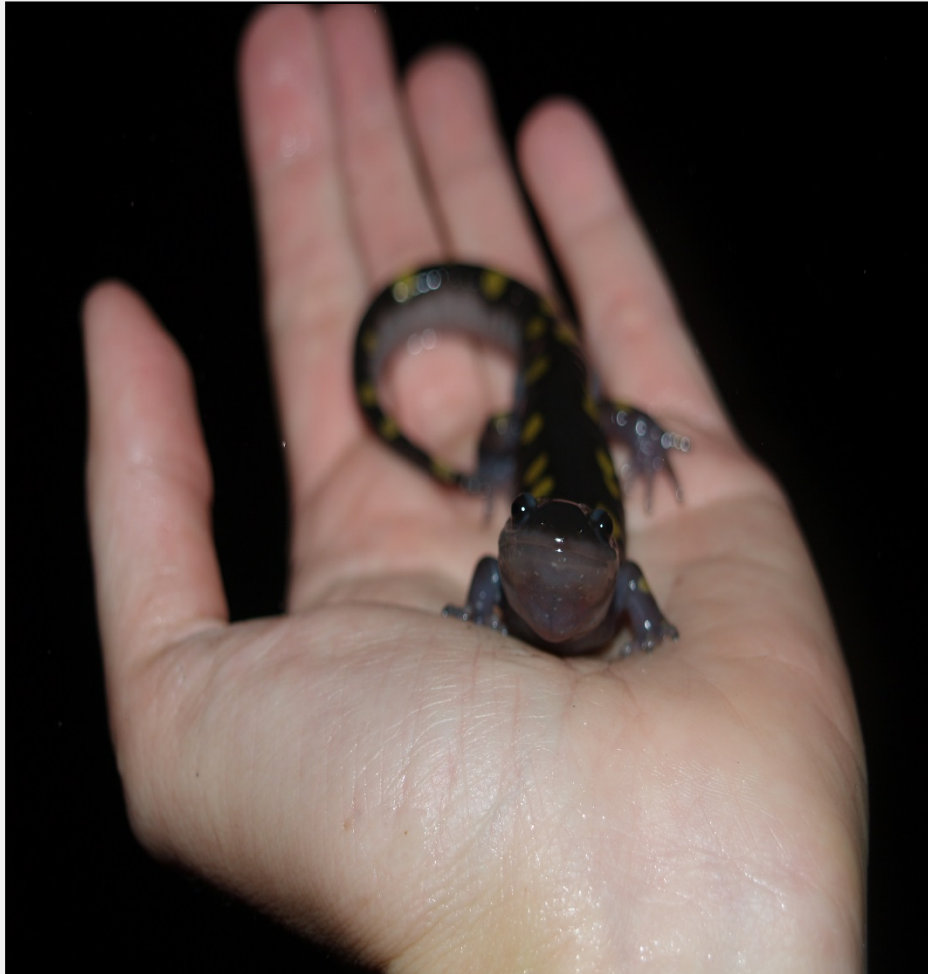
The Invasive Species issue is...

- Too big
- Too costly
- Too difficult
- Too expensive

Why bother?

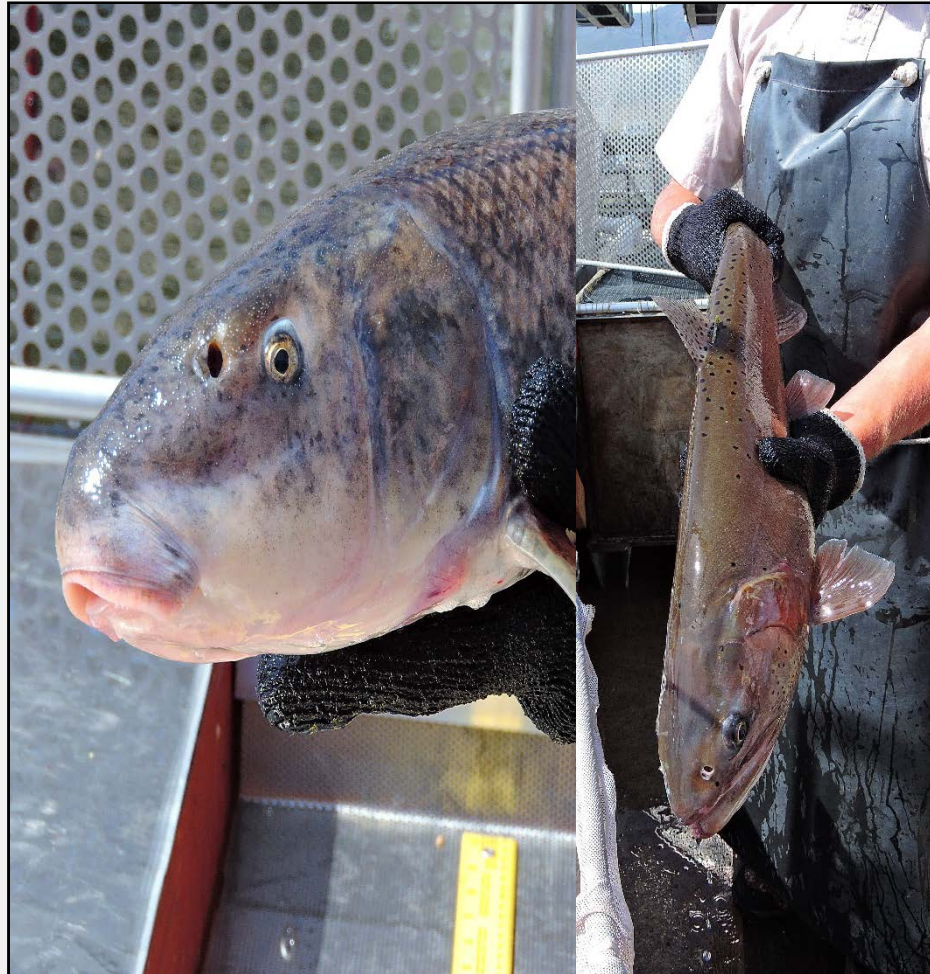


Endangerment. Extinction.



- Clean air
- Food
- Energy
- Housing
- Clothing
- Renewal

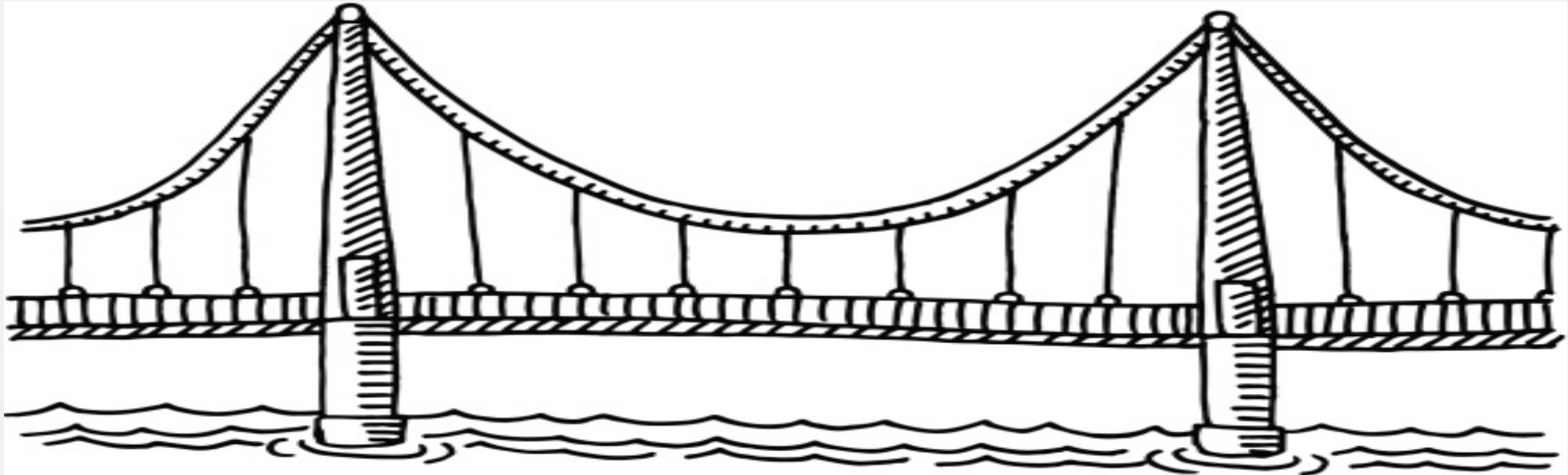
Loss of Cultural Resources and Identity...



How many children?...



Infrastructure destabilization...



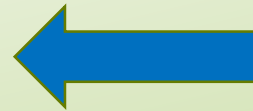
Human conflict...



The Invasive Species issue is...

- Too big
- Too costly
- Too difficult
- Too expensive

Why bother?



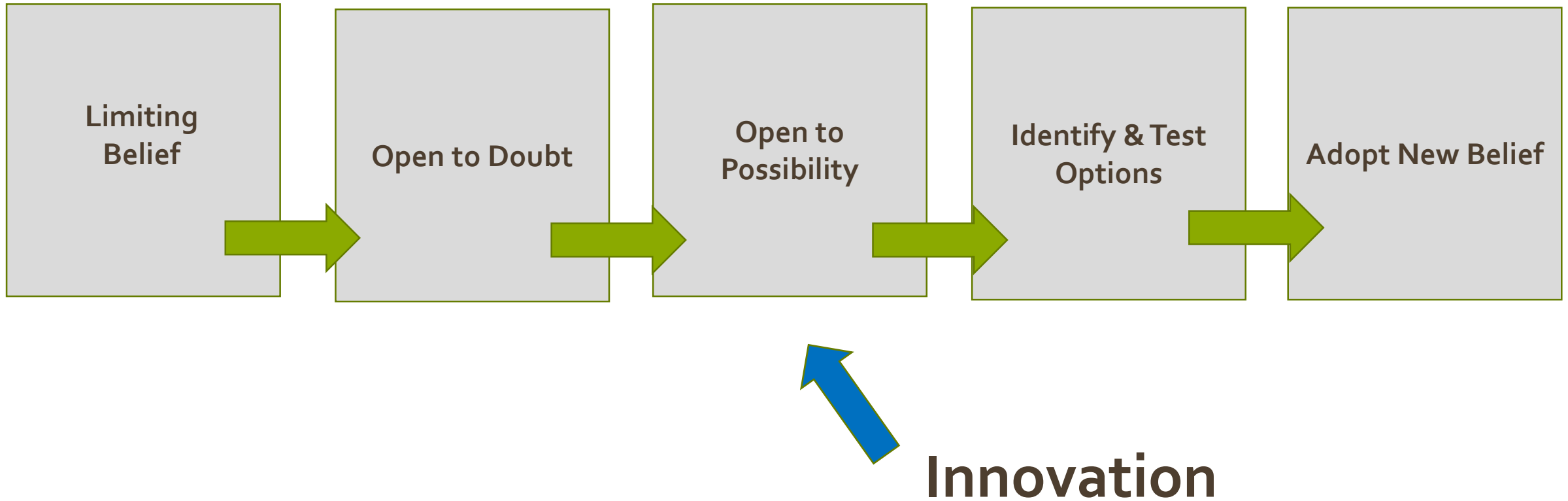
Limiting Beliefs

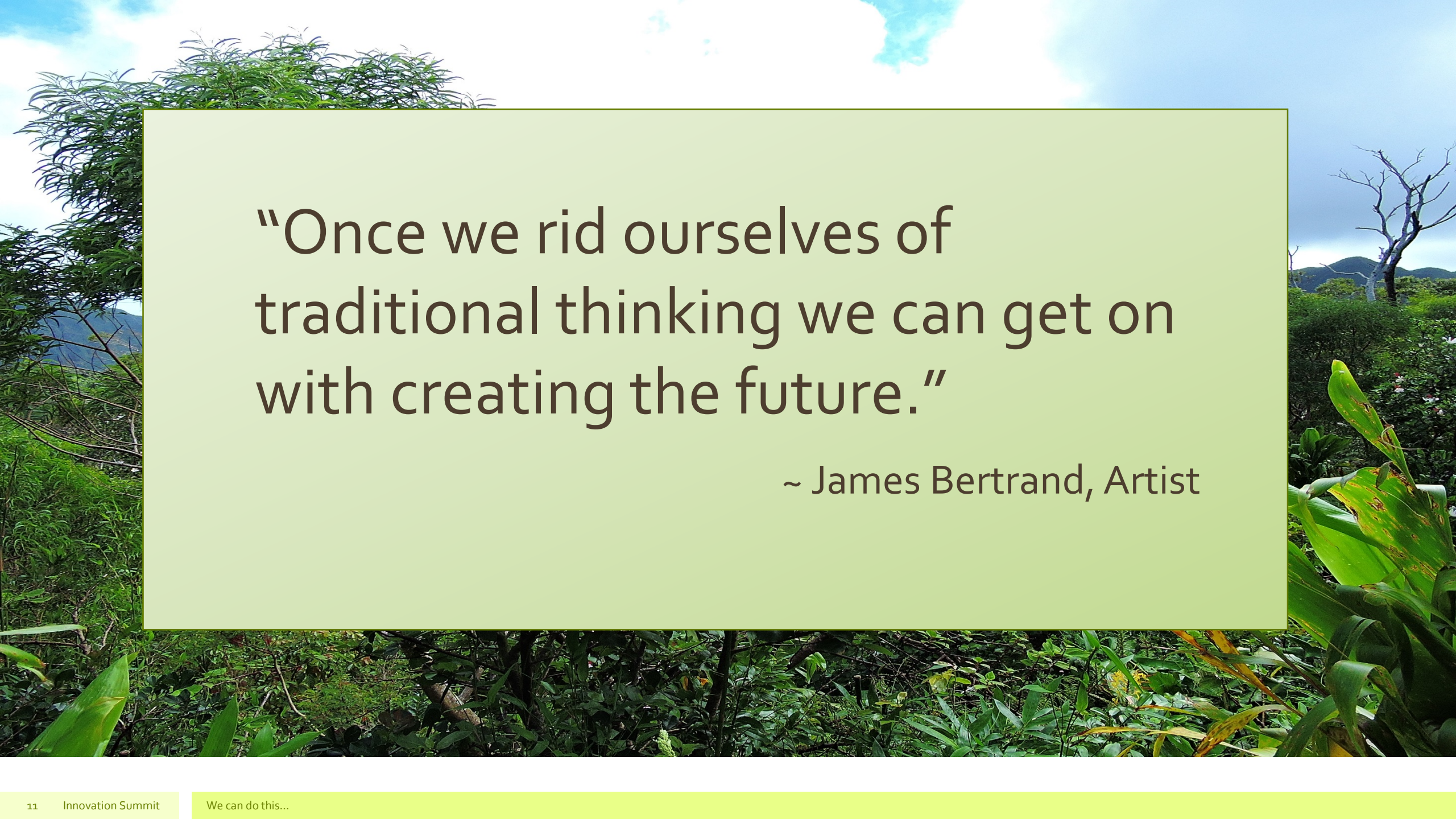


Belief Change



Belief Change





“Once we rid ourselves of
traditional thinking we can get on
with creating the future.”

~ James Bertrand, Artist

New Zealand Announces Plan to Wipe Out Invasive Predators

The country plans to eradicate invasive rats, stoats, and possums by 2050 to save its unique wildlife—but it won't be easy.

Fact Angular Solip



Belief Change

Too big
Too complex
Too difficult
Too costly

Open to Doubt

Open to
Possibility

Identify & Test
Options

We can do this...



We can do this...!