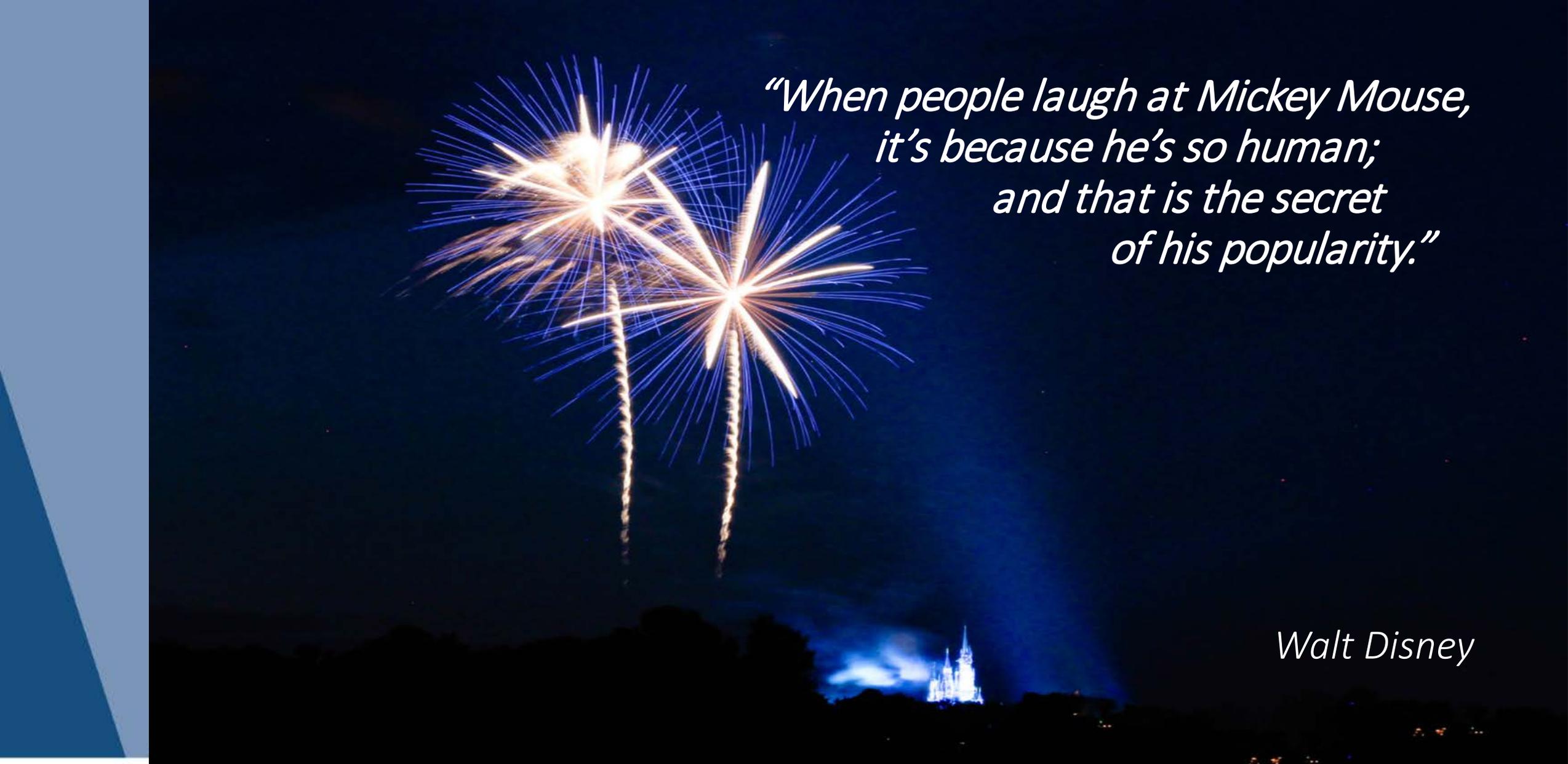


Everything I need to know I learned
from Walt Disney



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*“When people laugh at Mickey Mouse,
it’s because he’s so human;
and that is the secret
of his popularity.”*

Walt Disney



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The Little Mermaid



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“It’s about ME!”



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Very Human to have a totally inward focus!

Focus on Them! Who?, What?, When? Where? And Why?

Sierra Club

Present to the Sierra Club and show how adoption of the Energy Codes will help their cause

Bird Sanctuary

Teach a class at the bird sanctuary about how electric cars of Energy Codes provide benefits to the environment that support bird life at their park.

Building Official

Take a Building Official on an Energy Audit or a HERS rating to demonstrate the rater's professionalism.

A mermaid with a blue and green scale tail and a white bikini top is swimming gracefully in a vibrant coral reef. The water is clear and blue, with sunlight filtering through from the surface. The mermaid is positioned in the center-right of the frame, swimming towards the left. The coral reef is diverse, with various colors and textures, including orange, red, and white corals.

NOT – “It’s about me!”

But...

“It’s about them!”

The Little Mermaid



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*“You can design and create,
and build the most wonderful
place in the world.*

*But it takes people
to make the dream a reality.”*

Walt Disney



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In reality our goals are more often met when we align ourselves with others working towards a common goal.

“A” Personality Types, we like to think we can do everything.



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Seek out Partnerships

- * Join your states' Building Official Group; support their training events with dollars and expertise.
- * Support your local International Association of Electrical Inspectors (IAEI), your local union and non-union electrician organizations.
- * Become involved with USGBC, ICC code development, American Institute of Architects 2020 Challenge.

A game we need to win **VS** the Win/Win Way

The book *the Win/Win Way* by Lucy Beale and Rick Fields discusses how as humans we are trained to **think of everything as a game we need to win, or a battle we need to fight.** We are not raised to seek a positive outcome for all.

Seek interests not just positions

Fisher & Ury, of the Harvard Negotiating Project and authors of *Getting to Yes*, identify the idea of searching for “**Options of Mutual Gain**”.

So

Positions are what you think you want and an **Interest** is what you really want.



Remember:

- **Positions** are what you think you want
- **Interests** are what you really want.

Take a Building Official that doesn't want to adopt the energy codes. It may be any one of these reasons:

They are not life safety codes; the books cost too much.

I don't have the staff to enforce it.

**We already have a sustainability group
so we don't need the energy code too.**

Those are social engineering codes.

I don't believe in Climate Change.

I just want to keep my head down until I retire in five years.

Find the common interests

Fisher & Ury have stated that:

“Too many negotiations end up with half an orange for each side, Instead of the whole fruit for one and the whole peel for the other.”

If you don't get down to the real interest,
the real reasons,
you can't find a **win/win solution**.



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Find the
common
interests



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*“There’s nothing funnier
than the human animal.”*

Walt Disney



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Finding NEMO



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You never know
what you're capable of
until you try...



...and difficult journeys
are more fun
with a friend.



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Realtors as Energy Efficiency Facilitators? Mortgage Brokers as Energy Efficiency promoters? Building Officials as Economic Drivers for their communities? Help a Church fulfill their duty to protect God's creation?

Realtors/HERS Raters

Training

Food & Drinks

HERS Raters tables

Energy Efficiency Mortgages

Training

Mortgage Broker

HERS Raters

Lunch time

Citywide Economic Infusion

Provide Data

Show local economic impact in \$\$ saved

Helps local businesses and homeowners

Ya Gotta have Friends!



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Find your Allies!



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*“Times and conditions
change so rapidly
that we must
keep our aim
constantly focused
on the future.”*

Walt Disney



The Lion King



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Patience, Preparation and Perseverance...or

“Lord give me patience, and I want it now.”



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Most human beings find change is just hard.

“By changing nothing, nothing changes.”

Tony Robbins

“Nothing diminishes anxiety faster than action.”

Walter Anderson

CHANGE? CHANGE!? Change is hard!!!

- **The challenge going into the next six years** is that we have harvested the low hanging fruit. Improvements to lower HERS ratings are now asking for more efficient equipment and potentially solar.
- **Batteries** are making a huge surge forward in cost effectiveness. Within the next few years they will mature and become an effective tool to do some serious load shifting. Patience, Patience.
- **Load Shifting** is important to utilities; we've got a huge amount of generation capacity above that load curve that is not being used. We will need to determine what value we apply to a shifted vs saved load.

How can you tap into human behavior to engage the Builders?



- Engage that **Competitive Spirit**
- Find your **Rock Star**
- **Motivation**

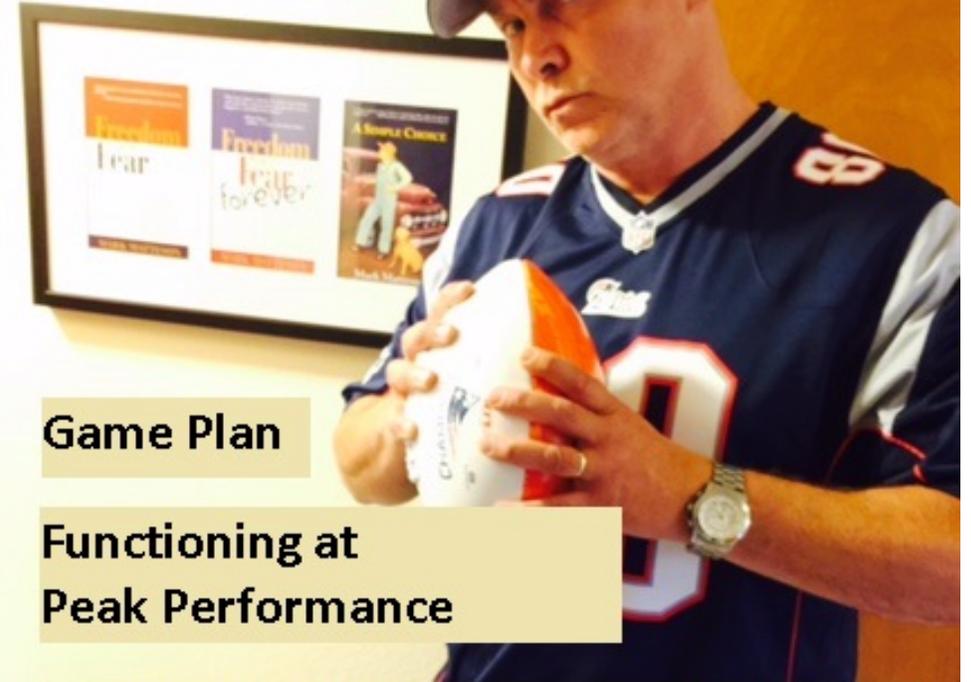
Sponsor Great Motivational Speakers

- **Mark Matteson**
– *“It’s about time.”*
- **Suzanne Shelton**
– Shelton Group



AZBO ABM - Prescott, AZ
Summer Training Camp
Mark Matteson

July 22,
2015



Game Plan

**Functioning at
Peak Performance**

Goal: Create Strategies for Improved Customer Service - Be a Partner with the Construction Community.

Goal: Understand your Legacy, Leadership and how to prepare the New Leaders

Goal: Enhance your department's value to the Economic Development of your community.



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Corporate Social Responsibility (CSR)

Shelton Group-Matt Brass-2-1-2018 Shelton Insights: Matt Brass

- “In coming years, real brand leadership in the area of sustainability/the environment will shift from prevention to response. Climate change isn’t coming – it’s here. Calls for you to help prevent climate change will soon be replaced by expectations for you to mitigate and provide relief from its disastrous effects.”
- “The trends we track increasingly point to CSR efforts playing a more critical role in recruitment and retention, and Variety reported that [Anheuser-Busch hopes this spot will rally their employee base](#) by helping to define the company’s purpose.”

What is 'Corporate Social Responsibility?' CSR

Often abbreviated "CSR," is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing.

The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups.

- Read more: [Corporate Social Responsibility https://www.investopedia.com/terms/c/corp-social-responsibility.asp#ixzz55xfvLkDW](https://www.investopedia.com/terms/c/corp-social-responsibility.asp#ixzz55xfvLkDW)

Corporate Social Responsibility (CSR)

Shelton Group-Matt Brass-2-1-2018 Shelton Insights: Matt Brass

- *“This is not unique. I recently had a client tell me, “Our people want to know what the hell we stand for.” More and more, corporations are beginning to realize the power of purpose.”*
- *“Consumers aren’t far behind in these desires either. [Our data shows](#) that when Millennials trust a brand’s environmental and social business practices, 95% of them recommend their products to others. In addition, the number of Americans who can name a specific brand preference based on the company’s environmental record has nearly tripled over the last three years.”*

The Lion King

Patience, Preparation,
and Perseverance



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So What has Disney Taught Us?



Walt Disney



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A mermaid with long dark hair and a blue and green scale-patterned tail is swimming gracefully in a vibrant underwater coral reef. Sunlight filters through the water from above, creating a shimmering effect. The mermaid is positioned in the center-right of the frame, swimming towards the left. The background is filled with various types of coral and small fish.

NOT – “It’s about me!”

But...

“It’s about them!”

The Little Mermaid



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Find the
common
interests



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Find your Allies!



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The Lion King

Patience, Preparation,
and Perseverance



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Thank you!





Sharon Bonesteel, AIA, CBO

Energy Codes Program Manager
Battery Correlation Team Leader

602-814-7357

Sharon.Bonesteel@SRPnet.com



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