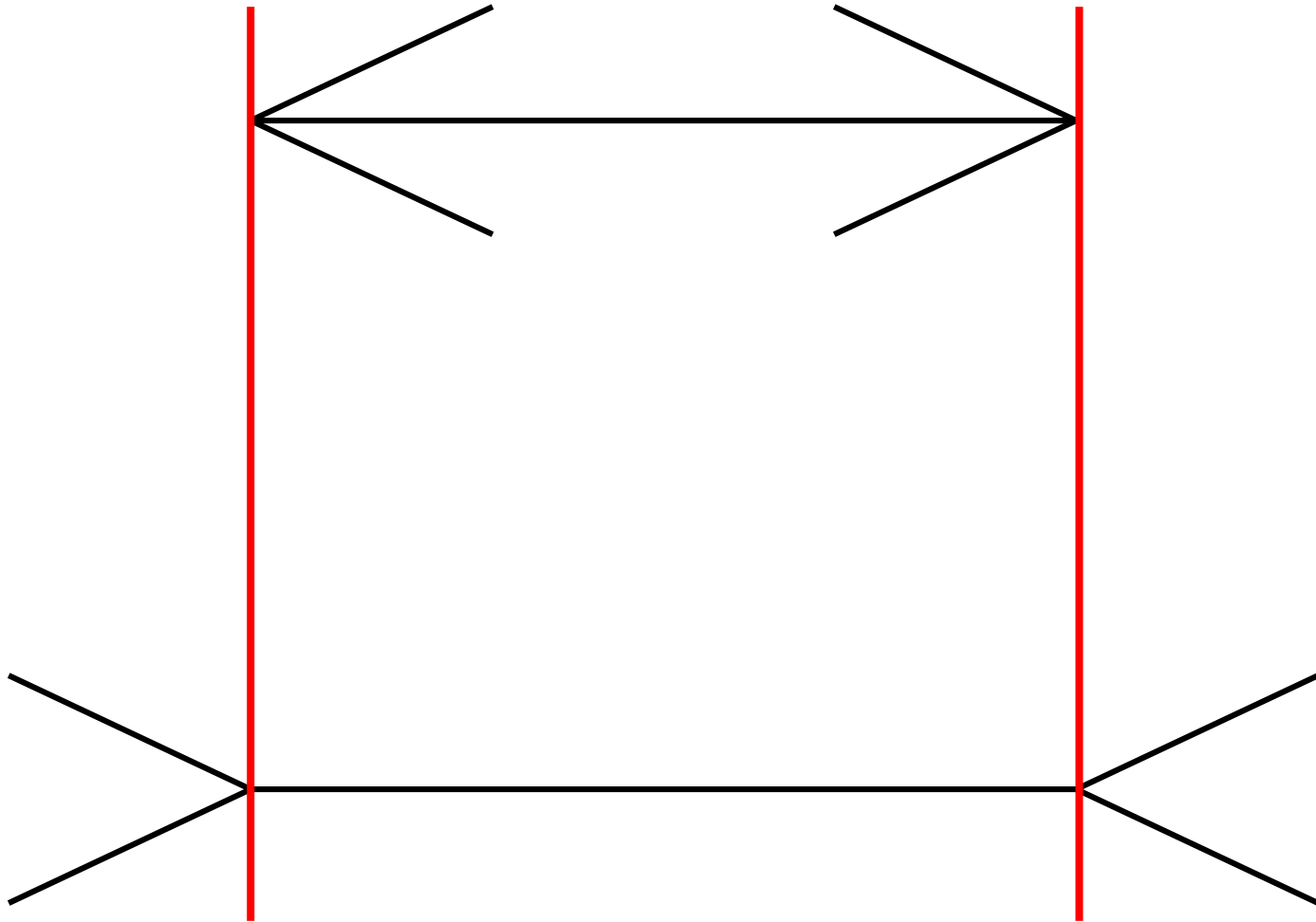


Brady Heywood.



- Wedded to our tools
Why expertise can hold us back

By Sean Brady
Brady Heywood Pty Ltd



“The greatest obstacle to knowledge
is not ignorance....

Daniel Boorstin, historian









3:10 pm, 5 August 1949.













36 C

MT Helena Regional Airport





4:00 Jumpers land

Gates of the
Mountains
Game Preserve

5:00 Men eat

5:00 Dodge meets
Harrison

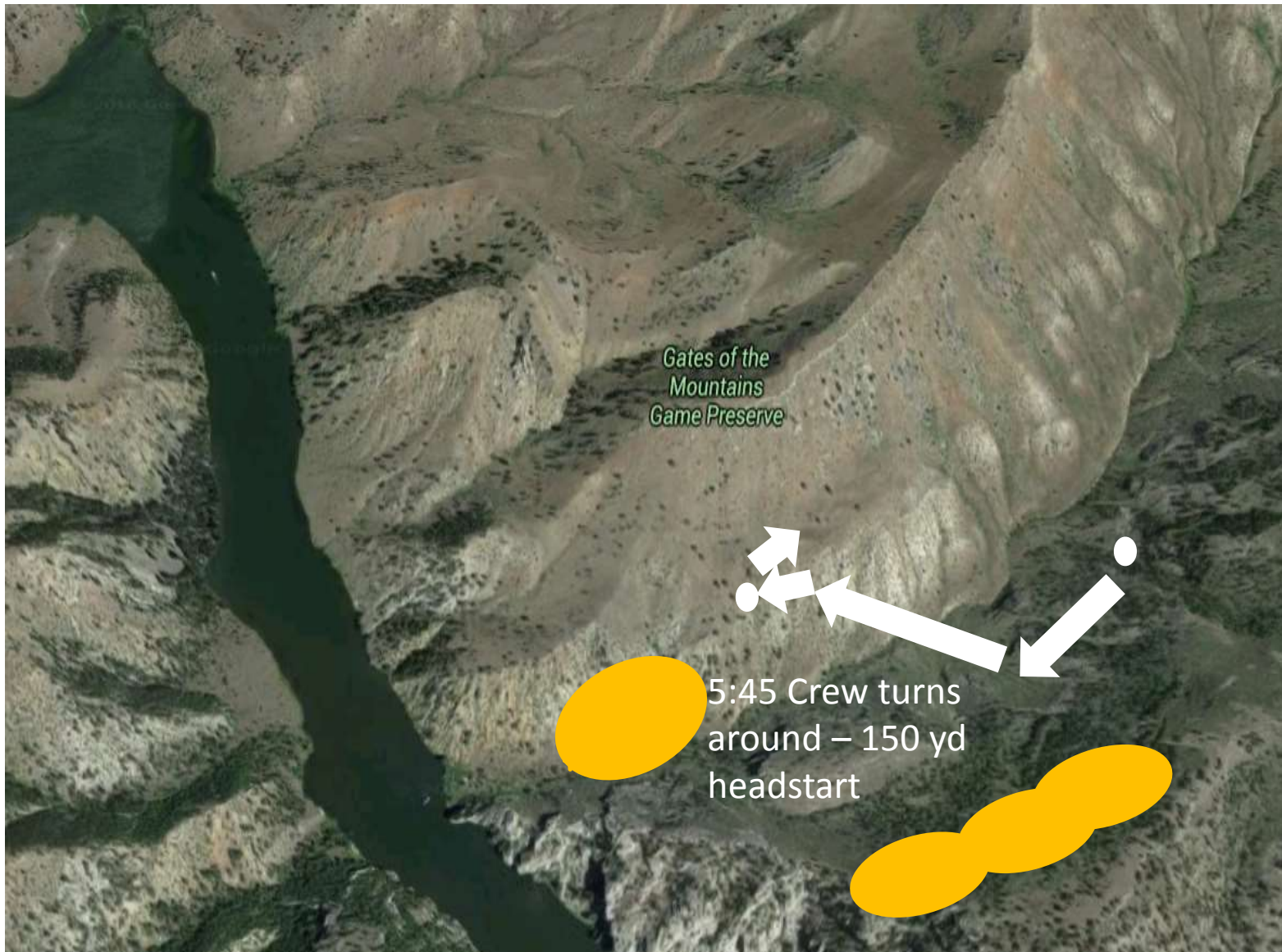


"Harrison ... ironically had switched to patrol duty and cleaning up picnic grounds to please his mother, who was afraid smokejumping was too dangerous.

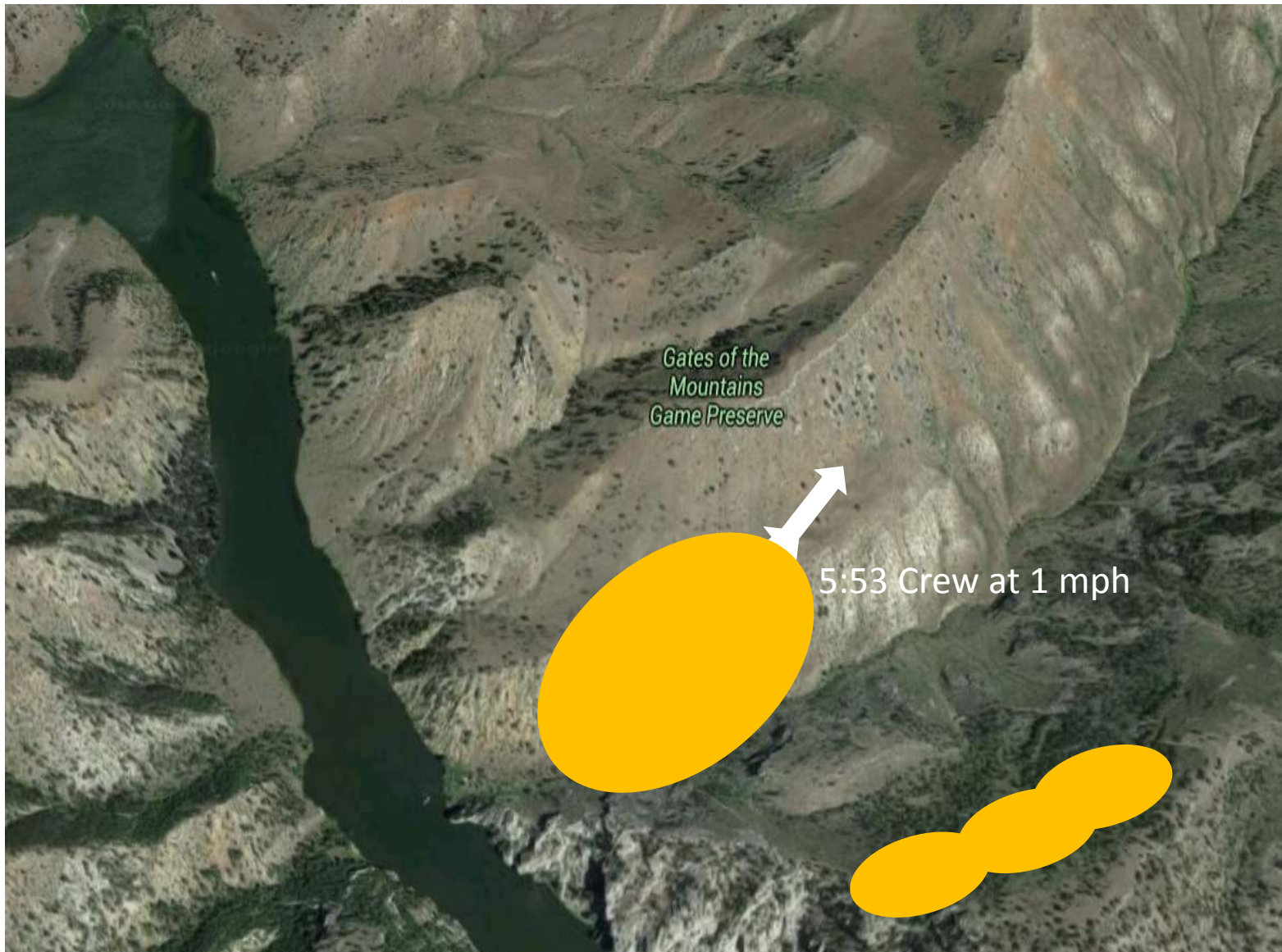
Now here he was with Dodge ... and he might as well have run into General Custer and the Seventh Calvary on June 25, 1876, on their way to the Little Big Horn."



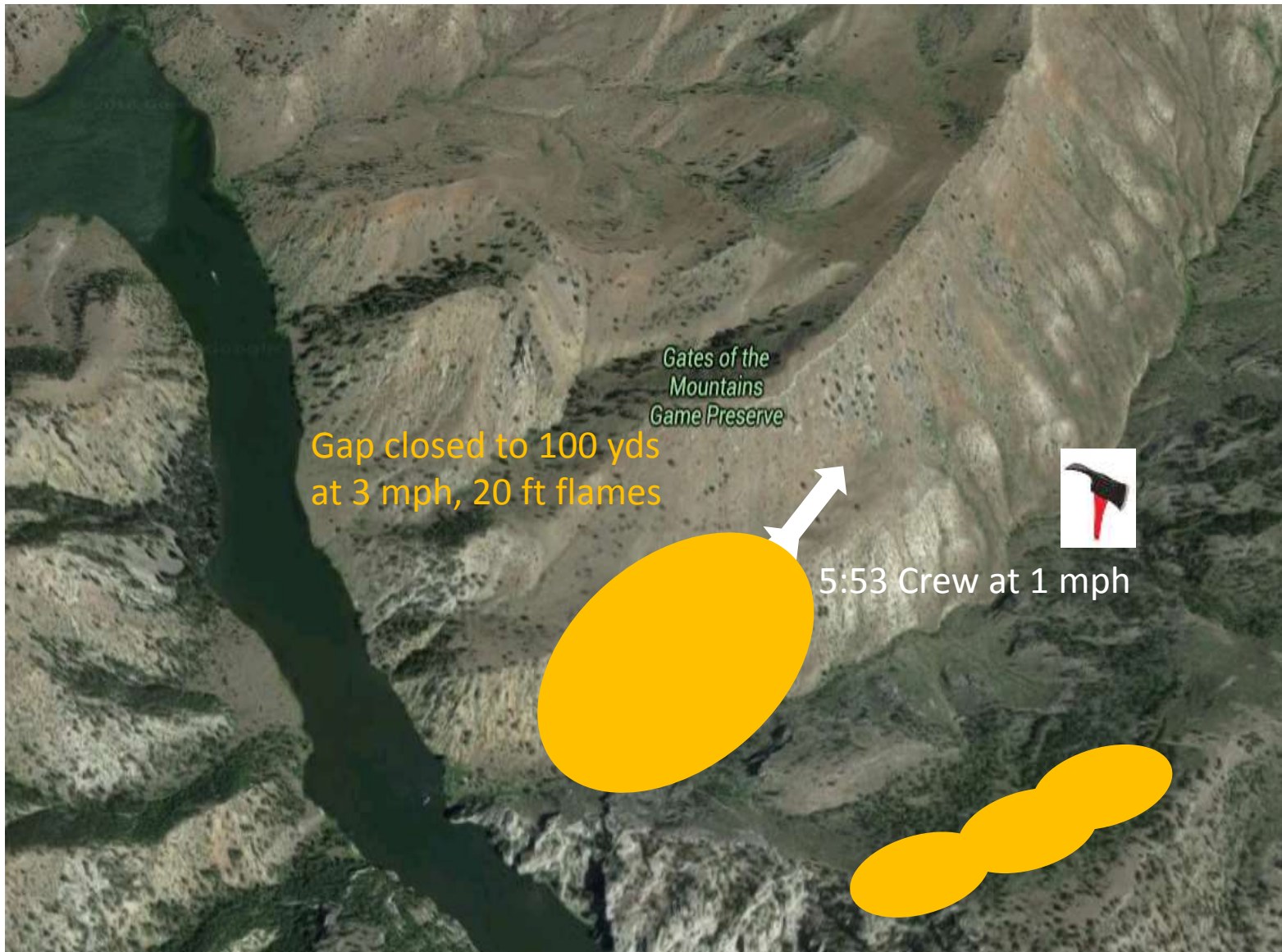










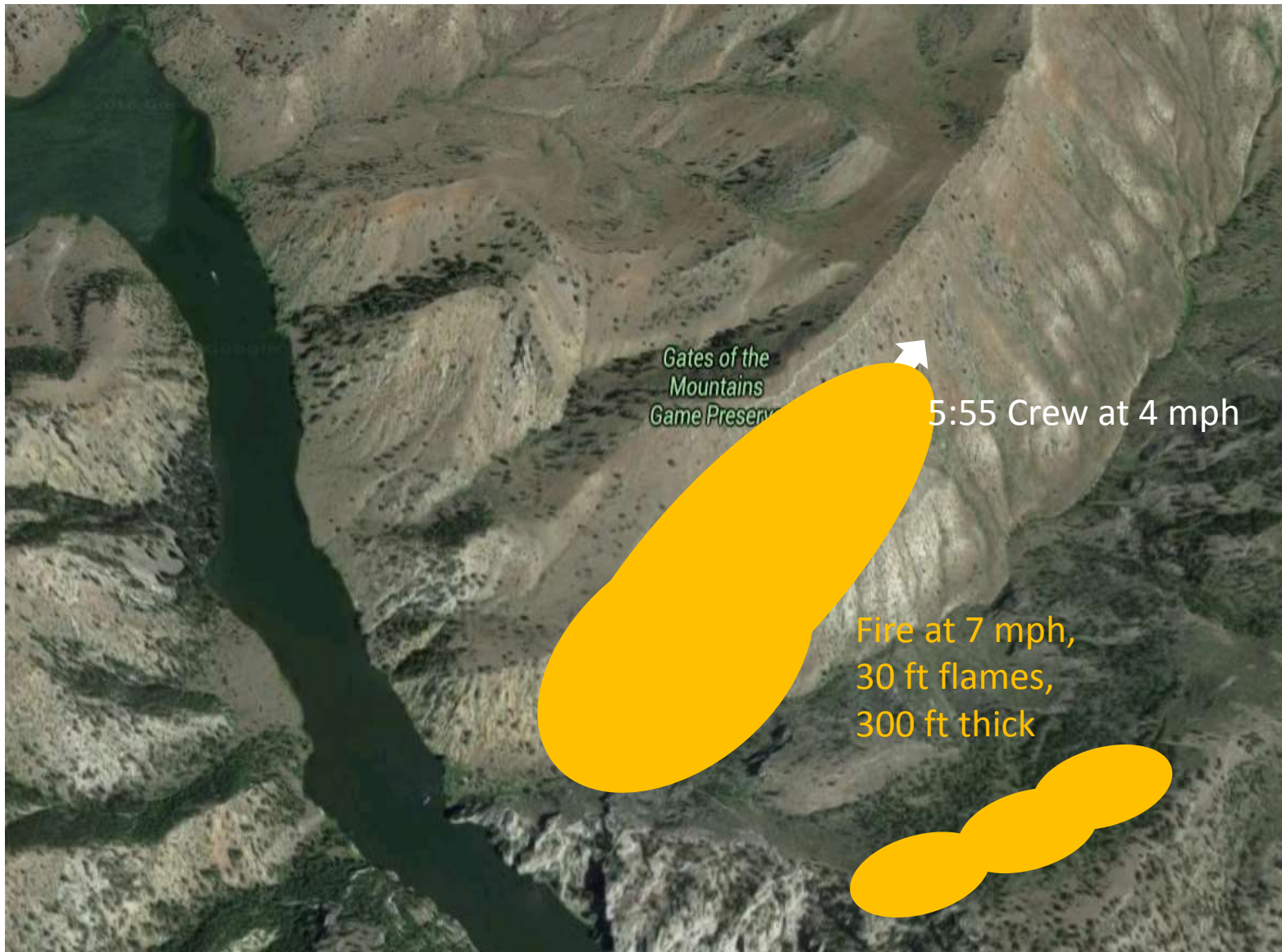


Gap closed to 100 yds
at 3 mph, 20 ft flames

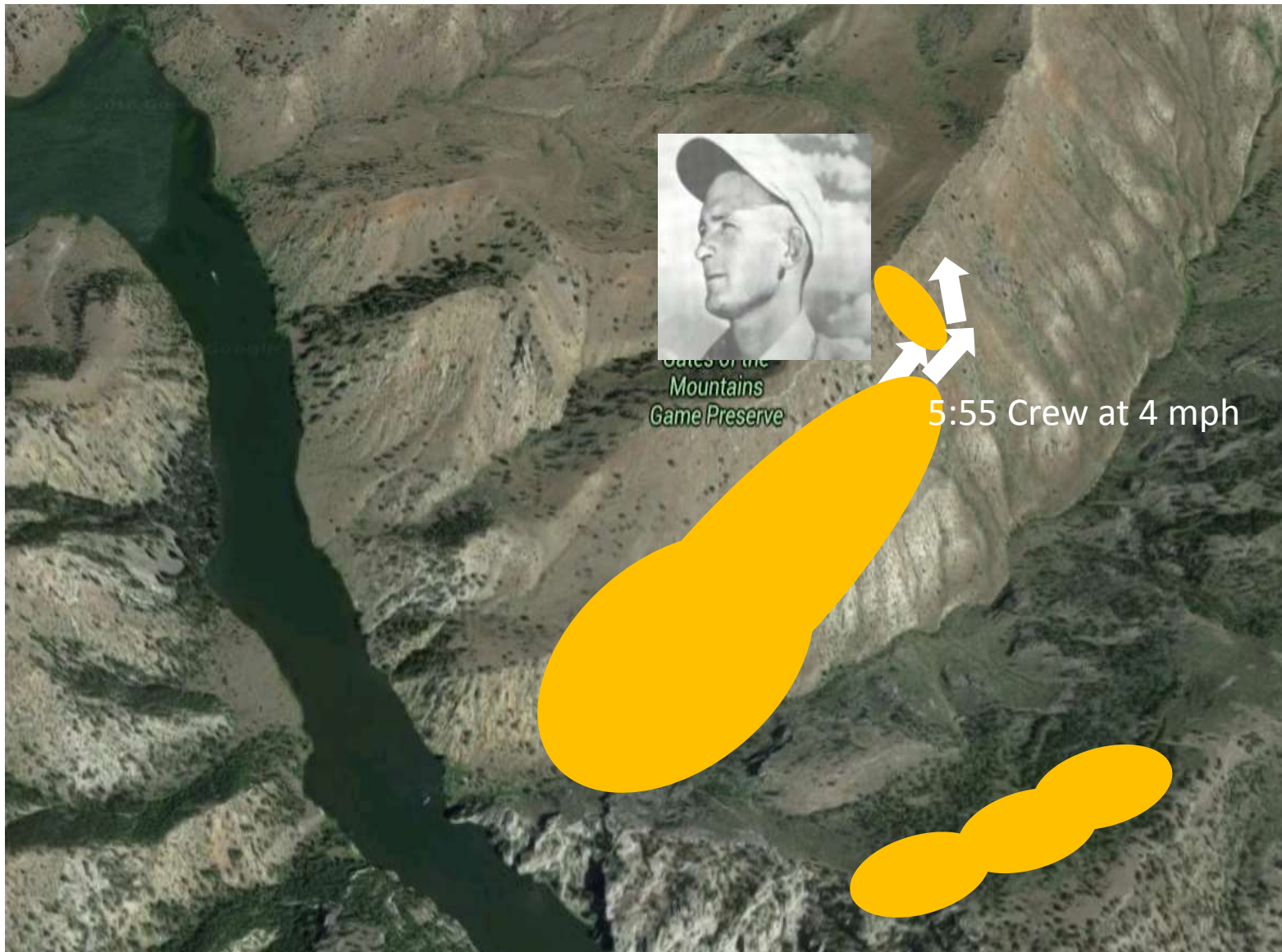
Gates of the
Mountains
Game Preserve

5:53 Crew at 1 mph









Gates of the
Mountains
Game Preserve

5:55 Crew at 4 mph





- 
- Why did they not drop their tools?
 - Why did they not get in the escape fire?

Priming.



Students
18 to 22
yrs

- are from Florida oranges temperature
- oranges are from Florida

Forgetful

bingo

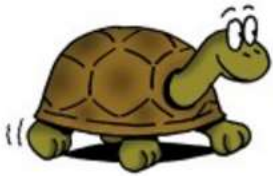
bald

Wrinkle

Florida

gray





Room 2



Room 1





Room 2

The Florida Effect



The Florida Effect





- Blue
- Knife
- Cottage
- Cheese

- Safety
 - Cushion
 - Point
- Pin

- Plate
 - Broken
 - Shot
- Glass

- Stick
 - Maker
 - Point
- Match

- Cane
- Daddy
- Plum
- Sugar

- Hearted (broken)
- Feet (inches)
- Bitter (sweet)
- Cold

- Ball (soccer)
- Storm (tornado)
- Man (Boy)
- Snow

Negative Priming

- Dark (light)
- Shot (gun)
- Sun (corn)
- Glasses

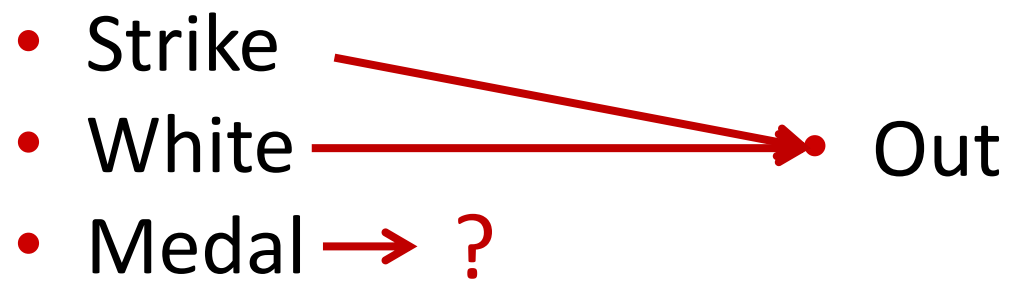




Can our
Expertise
Prime Us?



- Strike
 - White
 - Medal
- Gold

- Strike
 - White
 - Medal
- ?
- ● Out
- 







“When a firefighter is told to drop his firefighting tools.....

(Maclean, 1992)

We Ignore The Facts

'When all you have is a hammer, everything looks like a nail'

The Law of the Instrument, by Abraham Maslow

A group of firefighters in yellow gear and helmets are working on a dirt road in a wooded area. They are holding tools and appear to be engaged in a task. The background shows a line of trees and a red vehicle.

Comparison
Awareness
Refinement



Hartford Civic Center Stadium.



Hartford Civic Center Stadium.



Hartford Civic Center Stadium.



Hartford Civic Center Stadium.



‘Computers have enabled people to make more mistakes faster than almost any invention in history....

Ratcliffe, journalist



‘In pursuit of knowledge,
everyday something is acquired...

Brady Heywood.



- Thank you

Sean Brady

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