Wedded to our tools
Why expertise can hold us back

By Sean Brady
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“The greatest obstacle to knowledge is not ignorance. . . .

Daniel Boorstin, historian
3:10 pm, 5 August 1949.
4:00 Jumpers land

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."
Rejoin crew
5:30 Spot fires develop

Wind: 20 mph – 40 mph
5:45 Crew turns around – 150 yd headstart
Gap closed to 100 yds at 3 mph, 20 ft flames

5:53 Crew at 1 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
• 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
Can our Expertise Prime Us?
• Strike
• White
• Medal
• Gold
• Strike
• White → Out
• Medal → ?
CONTROL GROUP
“When a firefighter is told to drop his firefighting tools……

(Maclean, 1992)
When all you have is a hammer, everything looks like a nail'

We Ignore The Facts

The Law of the Instrument, by Abraham Maslow
Comparison
Awareness
Refinement
Creative Desperation
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....

Lao Tzu
Thank you

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