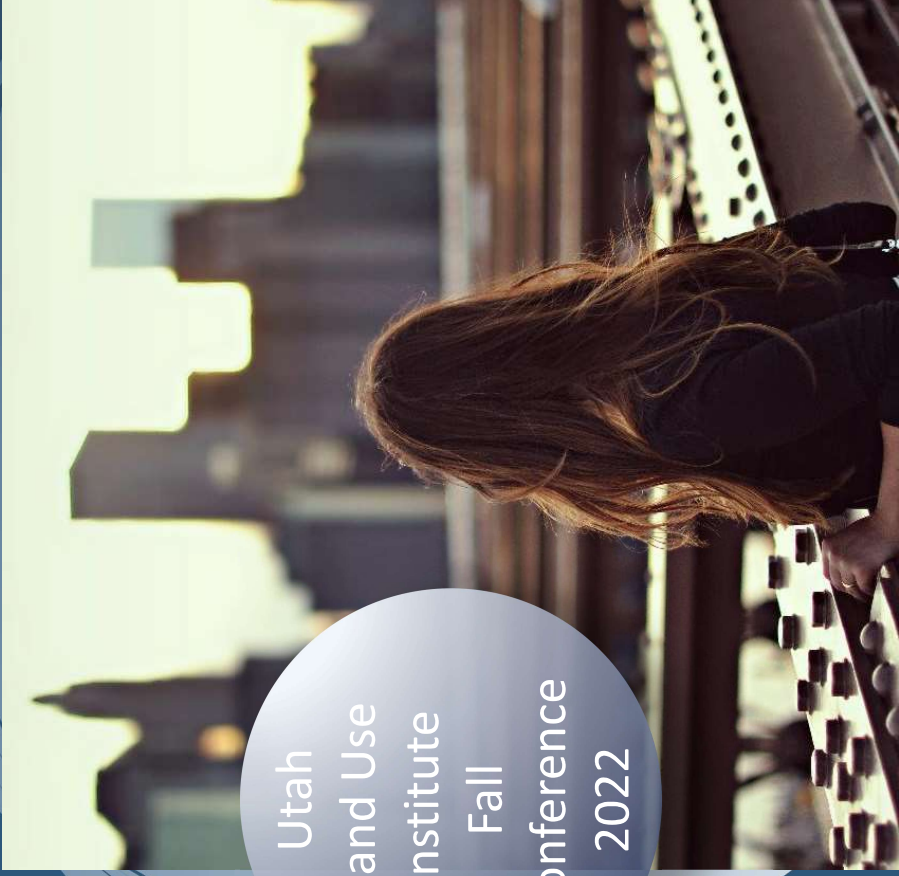


# I REALLY WANT TO KNOW, WHO ARE YOU?

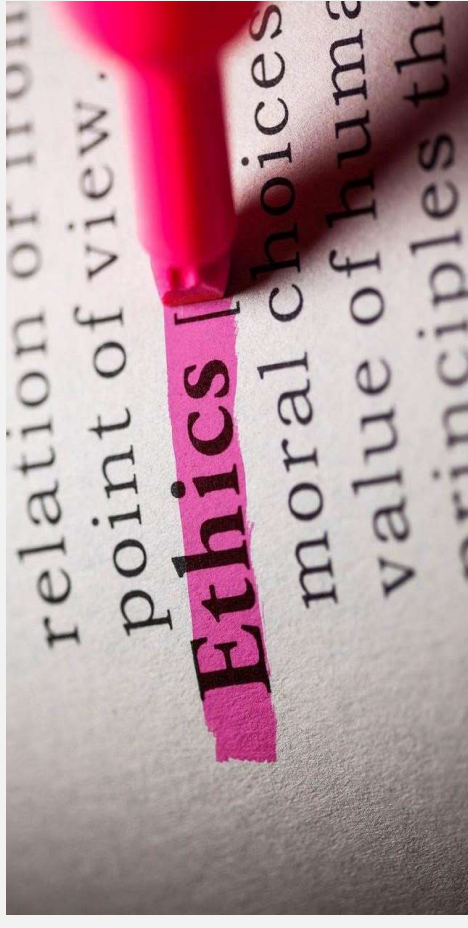
WHO ARE YOU? TITLE TRACK, WHO  
ARE YOU, THE WHO, LYRICS BY PETER  
TOWNSHEND, 1978.



Utah  
Land Use  
Institute  
Fall  
Conference  
2022

# ETHOS

- THE DISPOSITION, CHARACTER, OR FUNDAMENTAL VALUES PARTICULAR TO A SPECIFIC PERSON, PEOPLE, CORPORATION, CULTURE, OR MOVEMENT;
- THE IMPETUS, OR DRIVING FORCE, WHICH MOTIVATES THE IDEALS AND CUSTOMS.



# MORES

- NORMS THAT ARE MORE WIDELY OBSERVED AND HAVE GREATER MORAL SIGNIFICANCE THAN OTHERS.





ULUI

YOU ARE WHO YOU  
THINK OTHER  
PEOPLE THINK YOU  
ARE

# Who are



# you?

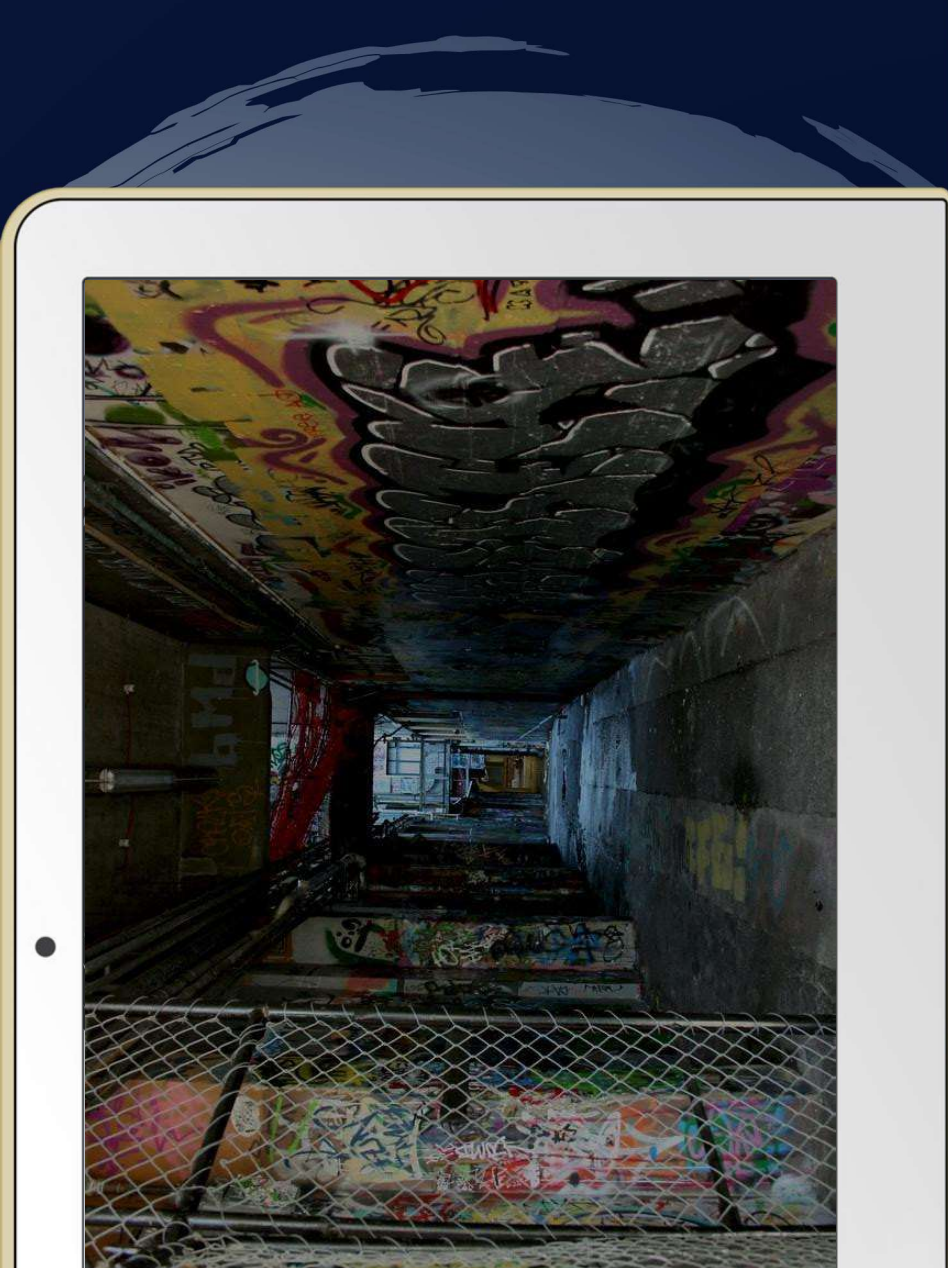


# Neurochemistry

- Stress
- Cortisol
- Attacked
- Defensive
- Instinctive / Amygdala
- Fight
- Flight
- Freeze
- Appease (Fall In / Follow)
- Collaborative Resolutions / Executive
- Oxytocin



# Influenced by Experiences



Your reaction . . .

- “You are good. But it is not enough just to be good. . . . In this world so filled with problems, so constantly threatened by . . . challenges, you can and must rise above mediocrity, above indifference. You can become involved and speak with a strong voice for that which is right.”



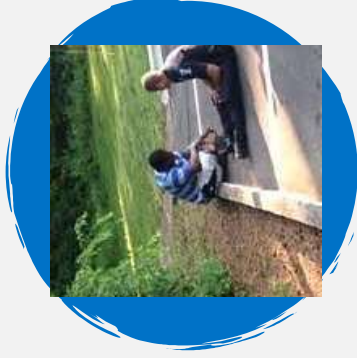
## Your reaction . . .

- Abraham Lincoln
- Mike Nifong
- Laura Dupaix
- Earl Xiaz
- Christine Durham
- Craig Call
- Christina Oliver
- Brent Bateman
- Melissa Anderson
- Thomas Lee
- Diana Hagen
- Ryan Loose
- Jill Pohlman
- John Frontero
- Valerie Claussen
- Jesse Wilson
- Lisa Romney
- Eileen Miller
- Seth Atkinson
- Kasey Wright
- Shauna Talbot
- Boyd Martin
- Jill Parrish
- Craig Barlow

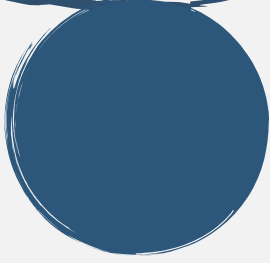
# I Like Miranda



Who



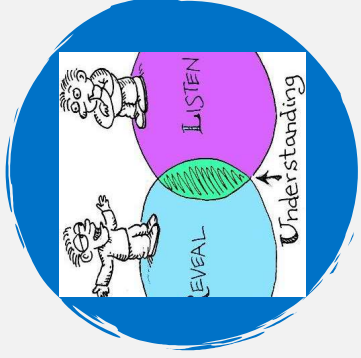
Are



You?

# Seek to understand, then to be understood.

Stephen Covey, Habit #5.

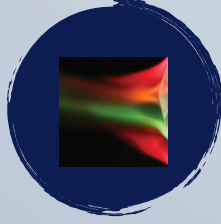


**BETTER KNOWLEDGE,  
BUILDER,  
ATTORNEY,  
PLANNER,  
DEVELOPER,  
PUBLIC SERVANT..**

**.  
LAST YEAR?  
3 YEARS AGO?**



# The Invitation



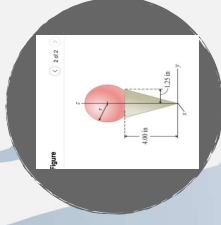
Be  
Cognizant  
of how you  
react.



Seek  
oxytocin  
over  
adrenaline



Frame  
your frame  
of mind.



Create  
your  
*Miranda*  
centering.



Continue  
to become  
a better  
you!



ONE LAST  
QUESTION  
...



**FROM MOM'S  
PERSPECTIVE**

**OK, ONE MORE . . .  
WHO ARE YOU . . .**