



"It's a No-Brainer!" Part 3 of 3.

A Wise Guy told me, "Be generous selfishly. Practice generosity understanding it compounds and returns to you when the appropriate causes and conditions conspire. After all, no one's ever got a peach from an apple seed." (That actually may be changing.) Continuously lead with our ever more-better expert generosity and the fruits will follow. Generosity (education sometimes) is a long-term investment that requires a bit of discerning conviction. So are solar and sustainability.

Solar is a darn deal! There are so many benefits and values, and we know them quite well, and our prospects have something else in mind. And it may not be what we think we know, but what we need to learn and sow. See, sowing seeds bears fruits yet unseen. Though one can see the cycle clearly, the current conditions may be obscuring the immediate needs of the seeds. So, listening, learning, getting out of our own way to convey the precise value at any moment - this is the fine art of generosity.

Yessir, successful solar implementers will cease their spiel and seize the silence, allowing space for expression of need, desire and indication, all generously exchanged with us for our awareness. Then, one may mirror it back with an empathetic paraphrase and a sincere connecting comment. "By mirroring all the information about any situation, we go beyond dividing things into the strict categories of "this" or "that." Being nonjudgmental, like a mirror, we become flexible to deal with any situation appropriately. Such behavior influences others also to be open and flexible."¹

Here is the response I received to [last month's letter](#) responding to a contractor's doubt on the value of solar.

I knew I was full of it.

The solar logic for replacement of generating capacity is very valid.... and the useful life time frames are now good enough; and the % capture yields are good enough, and the cost per kw is lowered too... I still remember the exercise in Engineering class 1971 which showed ... coal plants delivered a measly 8%-15% to the home. I guess we DO subsidize fossil fuels, so it makes sense then to subsidize Solar. Until we get good batteries, those coal plants will still be there, so nighttime conservation will continue to be a key focus. I'm waiting for good Hybrid PV / Thermal collectors to launch. Best of all efficiencies. Let me know if you see any...Cheers,

What a great conversation! Investing in other's perspectives leads us to their conviction, to a tight and generous connection, to a sowed seed. And did you see that other thing? He told us exactly what he wanted, his solution - hybrid collectors! And we didn't even have to ask! Find or build the product, present the case and close the book. If this sharp partner is thinking hybrid solar, others are, too. "Best of all efficiencies." Our dubious defender is now a passionate crusader. A little water and attention, and there is fruit coming from this effort.

It's not a no-brainer for everyone who isn't already on solar. As professionals impassioned with the evolution and adoption of our precise market, industry, and frankly, global future, we may generously listen with awareness, apply skillful means of communication, and do our best to help others in the present need and opportunity. Nourish solar solutions and appreciation today for fruit tomorrow. In the meantime, don't underestimate the value of a friendly smile, eye contact and a firm handshake. Courteous generosity carries the day.

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¹http://www.berzinarchives.com/web/en/archives/sutra/level3_lojong_material/five_types_deep_awareness/5_buddha_family_traits_daily_life.html