

The Head Won't Go Where the Heart Hasn't Been

Bloom's taxonomy shows us that meaningful learning requires more than just cognitive engagement. The affective domain, which deals with emotions, values, and attitudes, plays a critical role in creating lasting transformation. This isn't a new idea, but as the videos made clear, it's one we routinely neglect in favor of facts, logic, and strategy.

Why do you think we traditionally targeted the mind and ignored the heart?

Our educational systems tend to reward rational thinking; there is no place for thinking with your heart in research. In education, you need things that are measurable, teachable, and appear objective. Emotions, on the other hand, are often seen as irrational or disruptive, neither of which have a place. However, as John Kotter (2011) argued, "people change what they do less because they are given an analysis that shifts their thinking than because they are shown a truth that influences their feelings." This proves the central role of emotion in behavioral change.

Simon Sinek's TED Talk had a particularly profound impact on my thinking. His Golden Circle framework emphasizes starting with "why" as the key to inspiring action. As he states, "People don't buy what you do; they buy why you do it" (Sinek, 2009). I think this fits my life perfectly. People don't really understand what I do for a job, but when I explain it and tell them what drove to this line of work, they all seem to get it. My story of "why" gets them all the time and they can feel it in their heart. Once they understand my why, they don't question why I do what I do. I think this idea aligns closely with the affective domain of Bloom's Taxonomy—when people emotionally connect to the reason for change, they are more likely to embrace it.

As I continue on in this program, I plan to tell my why to win folks over. I can give you all the studies, data and numbers you want to show you why blending learning is good, but if I tell you why I think we should do blended learning I will win you over.

The Behavioral Science Guys (2015) reinforce this idea, stating that "people don't need more facts; they need to feel why the facts matter to them." Logic and science alone will not move people, it is emotion that will drive people to change. When people understand your "why" and it aligns with their own values, they will choose to change and not be forced into believing it because they were taught.

I'd like to share my why with each of you as well. Yes, I think blended learning is the way of the future and we need to do as much as possible to grow this. We have studies that show people learn for various models, not just one. I can give you these numbers until you are numbered out. But, when I tell you my why, it will hit you in the heart and make you remember why we are doing what we do. My mom is my why, she was diagnosed with cancer in 2004 and went to MD Anderson for treatment. I saw what they did and how my mom was treated and I knew I wanted to be a part of that. I want to be part of something bigger, something that could help so many. I am not into body fluid or blood so I knew that was out, but I did know I wanted to help those who were curing cancer. I've been in Graduate Medical Education for over 15 years, and I

have seen MD Anderson cure my mom, not once but twice. I want to ensure that we can continue to cure and eliminate cancer, so I will keep telling my story and winning everyone over with heart and then I will bring them on board with solid facts!

References

Behavioral Science Guys. (2015, August 26). *How to change people who don't want to change* [Video]. YouTube. <https://youtu.be/9ACi-D5DI6A>

Sinek, S. (2009, September). *Start with why: How great leaders inspire action* [Video]. TEDxPuget Sound. <https://youtu.be/sioZd3AxmnE>