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## **DR. HAYDON MORT**

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Dr Haydon Mort is the CEO and Founder of Geologize Ltd. A geologist with 15 years of research experience, his encounters with neurology put him on a parallel path in the science of attention and communication. In September 2020 his company launched the critically acclaimed training course, 'Practical Geocommunication'. The training teaches geoscientists of all colours to powerfully connect with the public in ways that inspire students and engage disengaged members of society. The goal is to shift the highly negative public and political perception of the field and get more students into geosciences.