

# SPRING

*"it is impossible to expect any plan or idea to be real to people if they do not have the opportunity to personally interact with it"*  
Margaret J Wheatley

**SPRING** is in the air so it is time to take our seasonal opportunity to update you on 3 aspects of our work. We encourage individuals and organisations to take a stand for what they believe in. So it is imperative that we embody this stance which is why we are delighted to share with you our approach to learning. Working with so many individuals and organisational cultures our second piece explores the need to keep one eye on society to understand their needs and how this affects L & D. Finally we provide an update from our innovation zone.

## AKA - AUTHENTICITY, KNOWLEDGE & AUDIENCE

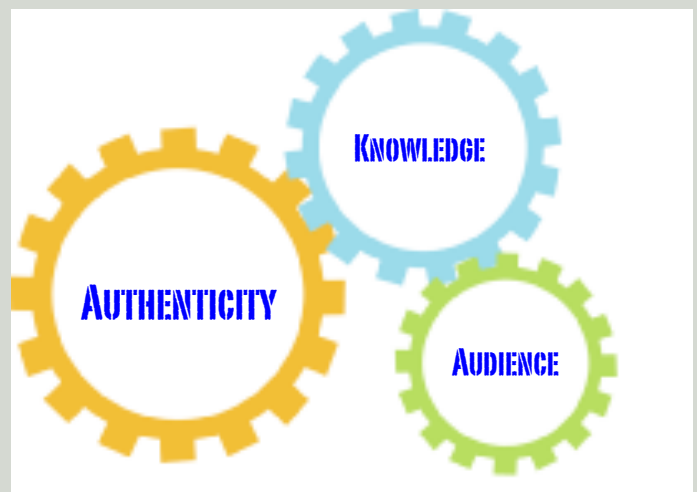
**Our AKA approach to learning has developed and evolved over many years...**

We believe that learning 'begins at home' by discovering and expressing your **authenticity**. It is illustrated as the largest cog in the chain as we believe it has the greatest potential to deliver energy and therefore impact. As Sir Francis Drake described '**knowledge** is power', but never has this been of such relevance in the Internet age. New, relevant and challenging knowledge is key to any learning journey and it's at your fingertips. Finally one must know their **audience**, to skillfully apply this new knowledge, authentically, with the right people and through the appropriate channels.

The cogs, like learners need to be well maintained, aligned to others and set at the correct ratio; energy in = energy out. This is why all of our programmes are aligned to the AKA approach. As a model it may sit in the

background or brought to the foreground depending on the needs of the group. For example, consider a manager who is struggling to manage their time (impact) effectively. Beginning with **authenticity** they may establish the need to be more assertive, to develop new **knowledge** a time management tool might be introduced and with an assessment of their **audience** they will realise who they will need to say no to. Without exploring their authenticity we as facilitators have the difficult task of introducing knowledge that hasn't yet generated a need or been given permission by delegates. AKA - who do you want to be known as?

AKA ("also known as") - used to describe author pseudonyms, aliases, nicknames, working names, legalised names, pen names, maiden names, etc.



# INNOVATION ZONE

All our research stations in the innovation zone carry discounted rates. Instead of our standard £1,200 per day we are able to offer up to 50% off depending on the nature of the assignment. These innovations would be nothing without your support so a financial saving is the least we can do to develop these products further. If you would like to be involved then please email us...

## **'Workshops with choice'**

We actually provide double the content so that delegates can choose which modules meet their learning needs. This greatly increases ownership for the learning and supports an experiential approach. Barry Schwartz's views are helping us to refine our approach (Paradox of Choice, video on TED.com).

## **'Trekking with nature's leaders'**

This is the most ambitious of our innovation zones. We are looking to explore the links between leadership and the natural world. We have been busy exploring the emerging discipline of Biomimicry, which studies nature's best ideas and then imitates these designs and processes to solve human problems.

## **'Being a coachee'**

In the most developed of our innovation zones we have now conducted over 70 interviews with HR professionals. By developing a model that focuses on the coachee's possibilities, perceptions and beliefs we are confident of adding value to coaching relationships. Our first workshop is being delivered this summer.

## **HIGH SOCIETY – WE ARE ALL INDIVIDUALS...**

When I log on to Amazon, I am greeted in person and presented with enticing recommendations. If this web site can treat me like an individual then surely our challenge in L & D lies in creating a similar environment. This may explain the recent growth of one to one coaching. This may also explain the resistance we sometimes experience when delivering group events. Either way we want to change the L & D landscape so that we provide a choice for learners.

A space where individuals can choose content relevant to

them, decide on the best method of learning and explore different ways to feedback to the rest of the group. Thus we design a workshop with 2 or 3 times the amount of options than time permits.

Participants can pick from the options or create new ones as they progress through the workshop. Tailor made, bespoke, individual yet collective... After all when was the last time you saw a river flowing in a straight line?

I invite you to collaborate with us by commissioning workshops of this nature. We hope to run 100 workshops, reaching a cross section of at least 10 organisations. Just an idea?



*Pump rotor inspired by the shape of a lily*