

# 4workingmagic

## ***'Enabling the Extraordinary: Releasing our Magic'*** ***4wm's Foundation Course: A brief executive introduction***

The title is intentional: 'Enabling the Extraordinary - Releasing our Magic'. 'Enabling the Extraordinary' refers to something positive, to a step up or breakthrough, something beyond incrementalism. 'Releasing our Magic', is to do with the way people go about this.

One can enable something extraordinary in many ways. At one level through fear, extreme need, or gross manipulation. Such ways are not sustainable over the long term. They're simply not a qualitative experience. People don't wish to repeat them

*"Does it matter," one may ask, "when results count for more than how one got there?"*

One may have achieved a peak result at the cost of a less than satisfactory experience. But the next extraordinary – the extraordinary after this – presumably requires more fear, need, or manipulation. The system has to be ramped up yet again for the next extraordinary step. In time counter forces step in. Executive burn out, gross fatigue, harboured resentments, and mounting distrust, are too high a price to pay. A victim mentality tends to set in. Victims exercise little freedom or choice (other than by default). They cast themselves as the result of circumstances around them. In time, results tend to limit. And let's not kid ourselves, its easy to fall victim: Victim of head office; victim of economic circumstances, victim of restructuring, etc. etc.

There is another way: Accomplishing something extraordinary by working with and through people's freedom and choice. There emerges a dynamic of great vitality, a buzz about the place, where people say it's *"one of the best times of their working experience."* This is sustainable and expandable (in the sense that one can build upon it) because many people seek to repeat that sort of experience. People enjoy the expanded freedom, choice and quality of experience.

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The freedom referred to is not *'freedom from'*; it is much more the *'freedom to'*. For example, the freedom to achieve a challenging and valued result, even a result that some think cannot be achieved. Such freedoms as the *'freedom to commit'* lie at the heart of extraordinary results; or at least of those results that provide the platform for yet more extraordinary results, something sustainable and expandable.

There needs to be a change in being to source a change in doing. It's not just about result, it's also how we get there. And it's who and how we are, how we cast ourselves, that provides the opening for performance in the first place. That's why some people speak with such a passion about people and companies not just doing different but *being* different.

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So what's our work, our intention, in our foundation course: *'Enabling the Extraordinary: Releasing our Magic'*? More than anything it's releasing the magic that makes the extraordinary possible as a sustainable and expansive phenomenon.

Some people have a problem with this language (or is it the idea?) of *'releasing our magic'*. They just don't see it, they don't get what it's referring to. From their perspective work is fundamentally about getting people to do what they don't want to do in the first place. From their perspective, what's needed is to prescribe clearly what needs to be done, by whom and when, and then 'motivate' people to do it. Quite simple really. There's no need for working any magic. Effective organisation and control is the order of the day. If you want more out of the system just squeeze it a little more.

It's not surprising then that there's not much buzz about the place; that people are not really turned on, alive, inspired and inspiring. But at least they're doing what's supposed to be done, at least according to what's already prescribed. Or are they?

One knows, sees, senses and witnesses this. At best the work gets done but there's not much sense of service or enterprise, people are not alive to their work. There's not much '*magic*' in customer-supplier exchanges.

This is not to be anti-organisation and control, quite the opposite. What if part of working magic is to replace imposed or external order and control with self-organization and self control? Self organization and control that is sourced out of a powerful shared sense of commitment? At least then we might avoid the cost burdens of assuring compliance to external controls. At the same time work would mean so much more.

Naive? Impossible? Or simply the kernel of a totally different dynamic that provides an opening for step changes in performance as well as in quality of experience?

EE-ROM provides a foundation for a spiral, ever expanding, dynamic within companies – part of our 5C's: Clarity; Courses, Coaching, Community and Celebration – that leads onto not just accomplishment but raising the bar to the next extraordinary challenge. Work and life simultaneously become more fun, more of an adventure, when we keep challenge and choice in mind.

*5C's: Clarity; Courses, Coaching, Community and Celebration*

As a foundation this 'course' and associated coaching and community is meant to:

- Share a difference in conversation that makes a difference to who and how we are and the results we achieve
- Transform the way in which we think about ourselves and our relationships with others
- Provide a new dynamism and energy to FUNdamental™ human processes that drive all other processes
- Share a new sense of possibility, being and commitment that transforms action, results & experience
- Enable cultures and climates of greater openness, trust, & expanded responsibility with more fun, energy, vitality and purpose

The really magic trick is not what EE-ROM is intended to do. The real magic is what people have it do. The real magic is when people and companies use it as their own foundation for transforming results and experience.

### **Strategic Deliberations**

It is advisable that participating organisations give consideration to:

- Context and intention(s)
- Participants & optimum groupings
- Timing & scheduling
- Location
- Communication and invitation
- Integration
- Forwarding and reinforcement
- Shared learning
- Possible expansions & applications
- Partnering relationship

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