

CAD
Business Development Fishbowl

Attracting New Purposeful Users to the Work

MAY 31, 2024

Caveat: Premise - We try to use the technology where it does not work

This technology is not appropriate to all situations, people, or subjects.

Exercise: For today, first, select a situation, leader of a group, or subject a group wants to consider, one you have a hard time conceiving taking on. Plus examine own experience in CAD, TRBDC, other Seed-communities, and Summits overtime. What are the Forces at work?

Examine it with the Premises and Design Principles as I work with our fishbowl of— Max, Cameron, Tim, Rashmir. Will have a short breakout to experience.

Self observe your inner dialogue as we look at premises and principles. Forces as work.

Today - two hours with one breakout

- ❖ Caveat - wrong assumption
- ❖ One Inviolable Rule or never get out of starting blocks
- ❖ My Way of Working
- ❖ Design Principles for any event with technology
- ❖ Who are candidates? And who are not good candidates?
- ❖ Best Path from my experience

First and Only Inviolable Design Rule: Begin as you will continue.

Otherwise, it is fraud, deceit and theft, hoping for different outcomes and robbing people of the Work.

Unconditional external considering is the caring love demanded to be a resource in the Work.

Judgment of self or negative emotions toward others destroys it.

My Practice—Reverse of mainstream

I have never targeted a client. Never approached a leader with the idea of them becoming a client. Never approached someone that someone else thought was a good candidate.

I have never done a pilot session or test session for a specific candidate. Too late in the process. Conscious Shock from beginning.

I have never written a proposal for doing work.

I have never advertised or ask for a suggestion for a candidate others think would benefit. But ask them to share their experience

I have never co-designed a session with a client. And never saw Charlie or others of my era do so.

I always show my framework to learn it while using, never to facilitate. Reflections, Reflections. Reflections! Premises not answers. Make paradigms evident.—experience it

I speak, write, and tell stories that people may relate to. May resonate with. Focused Filtering Magnet

Design Principles always true

- Design for Experiencing development, not explaining results about doing.
- Lead with Restraint: to raise will. What are they restrained by? Struggle with? Expose it with a process.

Restraints are always in our energy drains because their transformation, repeatedly each time, or into a more crystalized state, raises the quality of mental energy for those in the struggle and those who are affected by it. It is what we experience as inspiration or appreciation. Love them enough to reveal it and resource the experiencing it for themselves. The first time you meet them. Be it. Never talk about the world. No describing. Get really good at this. Exercises live in the moment.
- Avoid activating overtly, which is selling and doing their thinking for them.
- Avoid reconciling via 'bending the process' to make it work for them. The value being received requires them bending and moving toward the work, not the other way around. You can use their subject matter for the experience, but not their process. Avoid trying to soften that with which you are uncomfortable (language, inner reflections, work ideas behind the Work)
- Need disruptive view to awaken people but resonates with personal experience and common sense. A bit of contrarian research. E.g. feedback erodes self-determining in understanding self and does not development a core capability need in self-managing and leadership development)

Premises- Who are candidates? One cannot SELL this work.

- ❖ They must be in a creative mode to listen and experience. They cannot be in an evaluative mode. They have something bigger they want to do (in a specific market, set of customers), not a problem to solve or issue to resolve. Self evaluation
- ❖ They believe development of people will, being and function is the source of improvement and effectiveness. Hard to change beliefs so need leader.
- ❖ Work with a whole. In a value-adding process. You have to form a W/work community for it to work. Cannot be individuals attending a class.
- ❖ Less than 5% of humanities' pool will be drawn to this work. But that is all we need. You are working for consciousness and a small percent can change the field.

Break out

1. Where do you keep 'butting your head' against 'appropriate approach' wall and thinking you can find a way around my premises & principles?
2. Which of the six energy drains is the 'voice in your ear, or head', with the arguments ready. (fabricated narratives, identification, waste, fear, attachments, self-referential solipsism. What is a higher order creative voice?
3. Why do you stay with this work and way of working, personally, and what does that personal experience speak to in terms of your choices.

Best Path:

- Avoid transactional approaches whereby they are in the driver's seat. You are reactive to their problems and demands and they keep seeing it that! billing days/hours, product purchases.
- Create a series of self-designed events and materials that attract people to it. Join with others in the School. (e.g Summits and special events, with Regenesi)
 - E.g. Leadership events for mid-level managers who want to design for Workplace of the future. Specify, have direct reports and a P&L.
- Even inside a company or group, they must have Work to contribute they want to work on and you design for them. They need to know the nature of engagement is education/developments is foreground (which learning and working is usually separate and subject matter is hypothetical) and they pick a subject to use as substrate for developing). Then ask, where else can I apply this.
- Build a body of work in a field and then bind together and sell as a book . Publish, publish, publish. Write to your audience. (Benjamin Cain on Medium)

Next Meeting: Fishbowl

July 12, 2024

1 PM – 3:00 PM Pacific

Sign up Now