

# VALUE ADDING

*How coaching adds value to business and life!*

Edition # 39

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Kate Ramsay and the AnD Coaching Team welcome you to AnD's staying in touch newsletter.

The theme of this edition is the Power of Vision and we will be exploring the process of visioning from both a personal and an organisational perspective. In **Learning Moments** Pamela Fitzpatrick, a Melbourne based member of the AnD Coaching Team, shares some research on the power of creative visualisation to manifest one's hopes and dreams. In **The Power of Vision** two people testify to the impact of having a vision to manifest their desirable futures. In **Did You Know?** we announce a change in our logo (see above) to represent AnD's vision. **An AnD Story** describes the qualitative and quantitative aspects of one organisation's vision and the text in **A Good Read** tells of the danger to organizations if they do not have a vision.

## Learning Moments

Pamela Fitzpatrick writes:

The cornerstone of AnD's leadership coaching is 'visioning'. I am fascinated with the power of this creative visualisation process to give us a vivid and pleasurable image of what we want and need in our lives.

Visit any good bookshop today and you will probably find a broad selection of books and tapes on creative visualisation - a topic that is often included in the subject of meditation. One writer I recommend is Dr Ian Gawler. Gawler used the creative power of imagery to heal himself of an aggressive form of bone cancer. Since then he has been organising workshops for people with life threatening diseases to help them heal themselves.

In his book *The Creative Power of Imagery* (1997) Gawler explains why creative visualisation (which he calls 'Imagery') is so powerful. The mind's creative power is vast. All the workings of the mind involve the use of images. Thoughts and memories come to our awareness through images. Inner images are primarily made up of words,

pictures and feelings. Feelings are the key to using Imagery effectively. Imagery is the conscious development and repetition of mental images for a creative purpose. Gawler writes that the three essential principles for the effective practice of Imagery is to aim as much as possible to make our images accurate, complete and accompanied by a strong feeling. If we give our mind vague, indecisive or inaccurate images to work with there will be little or no result.

One of the best ways to make sure our images are both accurate and complete is to draw them. The strongest feeling that can drive imagery is passion. With passion comes determination, resilience and perseverance. And passion can trigger the changes in the brain chemistry that generates both healing and wellbeing.

## The Power of Vision

Here are examples of the power of the process described above in action from two of AnD's Vision Coaching clients:

### From a client of Lisa Doherty's – a Sydney based member of the AnD Coaching Team:

*I am writing to give you some feedback on the sessions we had some time ago now. We worked quite intensely on developing a vision for me. The vision I created was that I was in France at a celebration. I was married with a husband, expecting a baby and we were living in the UK. I am amazed at the similarities between my vision and how my life now is and I just had to tell you.*

*You will be pleased to know that a few months after we completed our sessions I met my, now, fiancé. Soon after we met he secured a work contract in the UK. We continued to see each other and he returned to Australia on a fairly regular basis. At Easter this year we got engaged and I am going to London to live with him. We need to live in London for the next few months, however there is the opportunity for us to live in*

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*Paris in the near future. And, in between all of this, I have also moved work places.*

*Many thanks for your help at a time I really needed it. Since working on my values and vision I have reclaimed some direction in my career and who knows where London will lead me?*

**And from Jenny Brice, General Manager,  
Human Resources at Fuji Xerox:**

*From 1991 to 1993 I worked with Kate as part of my professional development. During that time I went through a visioning process to develop clarity about my Vision and Mission in Life. It was a great experience for me and the Vision and Mission I wrote I had written in calligraphy, framed and put on my home office wall. Twelve years later, I made another appointment to see Kate as the time had come for me to write a new vision.*

*On reflection, my first vision for me was so strong, that I changed many aspects of my life to achieve it. It was a guiding light for me. I felt a warm sense of knowing, that as I took my old vision down from the wall and replaced it with a new one, that it had served me well. Without it I would not be where I am now, embarking on the next chapter.*

**Did You Know?**

**AnD's Vision and New Logo**

The vision of AnD Consulting is:

*We are a thriving organisation of quality experienced coaches providing transformational coaching services to leaders.*

We define leaders as people who aspire to live with purpose, are committed to ongoing learning and inspire and empower others. We include in our use of the term leaders both upper case 'L' leaders, people leading an organization or team, and lower case 'l' leaders, all those who are choosing to live their life with purpose.

In this edition of Value Adding we are proud to announce our new logo of: We coach leaders. It appears on all of AnD's documentation as a visual representation of our vision and what we do.

**An AnD Story**

Kate writes:

As Pamela has said above, the cornerstone of AnD's leadership coaching services is visioning. As we use AnD's Learning Map to facilitate coaching sessions, step three is the Vision Step where clients are invited to articulate their 'light on the hill' – their vision for the future, both personal and professional.

At a recent Entrepreneur Coaching session I invited my client to articulate his 'light on the hill'. In response he told me how much his business would be generating in annual turnover in five years time. Not satisfied that a numerical target alone would provide the inspiration he and his team needed to move forward with passion, I did some gentle prodding. I asked him "What will be firing the belly of you and your team and how will you be adding value to your clients in a meaningful way?" After a long pause his response was a beautiful phrase that captured the essence of why he began his business and what continues to drive and motivate him every day.

The last step of AnD's Learning Map is Checking Out – what value did you get from the session? When asked this, my client thanked me for pushing him to articulate a qualitative as well as a quantitative vision. Oh - the power of and!

**A Good Read**

I found Chapter 13 of The Path of Least Resistance for Managers by Robert Fritz (Berrett-Koehler USA 1999) a most compelling read. Called Discovering Our True Vision Chapter 13 begins:

*Vision is greatly misunderstood. It's too bad, because without a vision of what we want, we would have a great deal of trouble creating what we want... An organization without vision is left to problem-solve its way into an oscillating pattern.*

We talk with our clients about the energy gained from the 'creative tension' between their vision and their current reality. And that a vision gives each day that extra sparkle which means their organisation will not slip into the 'oscillating pattern' described by Robert Fritz in this good read.