

# VALUE ADDING

*How coaching adds value to business and life!*

Edition # 40 Feb - April 2005



Kate Ramsay and the AnD Coaches welcome you to AnD's first newsletter for the year and we wish you a happy, fulfilling and learning filled 2005.

The theme of this edition is transformational leadership. We start with naming The Aquarian Conspiracy as **A Good Read** and then refer to it in **Learning Moments, Did You Know?, An AnD Story** and **The Power of Vision**.

## A Good Read

Kate writes: Although first published in 1980, The Aquarian Conspiracy - Personal and Social Transformation in the 1980s by Marilyn Ferguson, is still a relevant read in the mid 2000s. When I fell in love with Des Ryan, my partner in life and business, in the early 80s this book was his 'bible'. Because Des is no longer able to read I now read to him and, as our summer read, I suggested we try The Aquarian Conspiracy as a walk down memory lane and to see how dated it was. To our amazement most of the book is highly relevant to our current world as you will read as this newsletter progresses. The Aquarian Conspiracy is available new and second hand at Amazon.com.

## Learning Moments

### i Personal Transformation

The Aquarian Conspiracy reminds us that ancient traditions, using metaphors of light and clarity, describe transformation as *new seeing* and speak of insight and vision. Ferguson argues that the process of personal transformation can be 'absurdly easy': *we only have to pay attention to the flow of attention itself*.

### ii Transformational Leadership

In the chapter on Right Power Ferguson states that true leaders are those who *sense and transform the needs of followers*. She quotes James MacGregor Burns, a political scientist and Pulitzer prize-winning historian, and tells us that he used Gandhi as an example of a transforming leader. Burns:

*The truly great or creative leaders ... induce new,*

*more activist tendencies in their followers. They arouse in them hopes and aspirations and expectations ... which are even turned back on the leaders who aroused them.*

Ferguson observes that through this interaction with their followers, leaders are transformed as well – at times reversing roles with their followers, just as teachers learn from their students.

What Ferguson does not talk about, yet what we at AnD have learned in coaching our clients and for ourselves, is that *to pay attention to the flow of attention itself* and to *sense and transform the needs of followers* require stillness – and that stillness can only be achieved by taking time out from the busy doing to just be.

## Did You Know?

### i Transformational Coaching

Ferguson argues in The Aquarian Conspiracy that transformational leaders know they cannot tell their team members how to reach higher awareness as they might instruct them in preparing a budget. Rather they coach their followers into learning from every day experiences and act as a role model through their own continuous learning.

AnD's vision is to be *a thriving organisation of quality experienced coaches providing transformational coaching services to leaders*.

The purpose of AnD's \*suite of coaching services is to provide our clients with the reflective practice which supports them in gaining insights from their experiences and committing to new behaviours which better serve their vision and intentions. We see the role of the AnD Coach as that of a catalyst to our clients' self-insight and a support as they optimise their learning, wise leadership and success. And the results that we regularly see and hear about are truly transformational!

\*In VA # 41 we will name and describe our suite of services in their 2005 form.

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## ii A new AnD product

At the AnD Coaches' Retreat in early 2004 we began with a process of reviewing our previous year and exploring our values and intentions for the year ahead. This was such a valuable, indeed transformational, experience for each of us that, on reflection the next morning, I thought – this process could be of value to our clients too!

As Megan Young, a Life Vision Coach and an AnD Coach, who was at the retreat and experienced this exercise, said:

*It is so easy to race from one thing to another and not pause to give ourselves the credit we deserve. I found the process of reflecting on my previous year's experiences valuable because it highlighted that I had achieved much more than I thought. It gave my self-esteem a boost as well as providing clarity on what to focus on in the year ahead.*

As you will see from the attached document we have called this new product **A New Year Process for Teams**. It's not too late to provide your team with a similarly transformative process for the year ahead. For more information contact Kate at [kate@andconsulting.org](mailto:kate@andconsulting.org) or on 0418 164 260.

### An AnD Story

#### Transformational thinking

As Ferguson in The Aquarian Conspiracy says, every day our brain chooses between conflicting views and represses information that does not fit with our dominant beliefs. Unless we learn to harmonize conflicting ideas into new ways of thinking we will spend our lives thinking in narrow and self-limiting ways. Ferguson:

*It is the insight that allows (conflicting) information to come together in a new form which heals the delusion of either-or, of this-or that.*

Ferguson says that to experience what she calls the *knowing again* that is transformational thinking we must access the right (creative/feminine) and the left (analytical/masculine) sides of our brain:

*Recognition – literally “knowing again” – occurs when the analytical brain, with its power to name and classify, admits the wisdom of its other half into full awareness.*

AnD Consulting is named to represent the philosophy of an and/both way of thinking and being and we support our clients as they learn to get into the habit of both left and right brain thinking in their decision making processes

For example, a Melbourne client, let's call him Jim, recently brought to a **Leadership Coaching** session an “insoluble problem” he had with one of his team. By asking the naïve questions his coach led Jim to do some right brain thinking. From this he committed to a plan of influencing this team member in some new ways. At his next session he told his coach the positive outcomes from the plan and said that she was a ‘miracle worker’ – not so she said – rather this was an example of his being a transformational leader as a result of his left and right brain thinking in the previous session.

#### The Power of Vision

Transformational leaders are visionary which, as The Aquarian Conspiracy attests, can only come from this synthesis of right and left brain thinking. Ferguson:

*As culture grows more complex, science more all-encompassing, choices more diverse, we need whole-brain understanding as we have never needed it before: the right brain to innovate, sense, dream up, and envision; the left to test, analyse, check out, build constructs and supports for the new order. Together they invent the future.*

AnD's **Vision Coaching** supports clients to do just this. For example a client recently shifted from measuring the success of his business using dollar targets to envisioning an exciting picture of the business in five years which has fired the bellies of both he and his team in new ways.

#### And on a lighter note ...

An and/both example, and perhaps a good read for those of you who, like me, are facing the consequences of a wonderfully indulgent festive season. In French Women Don't Get Fat: The Secret of Eating for Pleasure Mireille Guiliano advocates balancing indulgence and restraint as a way of eating for pleasure and not stacking on the kilos (eg eat one chocolate not five). I haven't read the book but I'm giving this and idea a try!

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