



ANOTHERWAY

ASSOCIATES

What do we stand for?

What do we do?

What makes us different?

OUR APPROACH

Our approach to training and development is shaped by our belief that individuals almost always engage best, and respond best, when treated as exactly that – as individuals.

So, in plain terms, this means we like to keep things very personal and very human. And this applies regardless of the size of group or organisation. When we're at work, we don't let considerations of size and scale distract us. Instead, we do our utmost to focus on each individual person in front of us.

We recognise and respect his or her very human need to feel safe, respected and listened to – and to know that he or she will always be treated honestly. And, equally important, we recognise and respect his or her heartfelt wish to make a significant contribution.

According to the individuals and organisations that experience us, it's this very down to earth, very "human" attitude that gives us our particular flavour. It might not be for everyone. Or, as a philosophy, it might not appear sophisticated enough for some.

Yet for us, and for all the many unique, talented and genuinely delightful individuals we are privileged to work with, it's an attitude and approach that is proven to nurture positive engagement and change.



SO, WHAT DO WE ACTUALLY DO?

Over time, we've come to understand that the best way to answer this question is to talk to you about the three traps we notice people falling into at work.

Trap 1 - People become habitual

Consider for a moment, and you will almost certainly know what we mean. 'Becoming habitual' happens when, instead of thinking for themselves - instead of making conscious choices, and instead of drawing on their own intuitions and creative intelligence - people 'switch off' and go into automatic mode.

And why do they do this? Usually, it's because a message has crept into the system that says, "This is just the way we always do things around here." Or, "Don't try something new or fresh because there's not time, and you'll risk failure and criticism." Or, "Forget it - it's not worth it. They don't care about us and our ideas, they only want us to follow procedures."

The signs this has happened in an organisation - and that it is continuing to happen - include colleagues who look tired, bored, de-motivated and disengaged. And, really, that's hardly surprising. In truth we are, all of us, from the most illustrious CEO right the way along to the humblest office junior, not robots but unique individuals who flourish most when we feel trusted and respected enough to think for ourselves.

Quite apart from its dispiriting effect on the individuals, this kind of robotic, automatic thinking and behaviour is an obvious problem for the organisation. It stifles creativity. It stifles fun and excitement. And, perhaps worst of all from a management and business perspective, it can result in people who have totally lost the ability to make - let alone to happily shoulder the responsibility for making - inspired, independent, intelligent decisions.

Trap 2 - People deliver to others' expectations

Again, when you start looking, the signs become obvious. Colleagues make decisions based not on what seems right to them, but on what they think will satisfy others. It's a very understandable tendency. And to a degree, of course, it's absolutely right and

necessary. After all, even the world's most creative organisations require a healthy dose of 'common cause' and discipline rather than wild-eyed anarchy! Yet, what happens when it goes too far? What happens when pleasing others and conforming to the demands and expectations of others, rather than following your own good judgement, becomes the main consideration?

Once more, we come back to that central point about human beings. We feel best, work best and contribute best when set free, within reasonable bounds, to follow our own standards and measures rather than those too readily imposed upon us by others. And the brighter, more talented and more experienced the individuals in question, the more this simple rule applies.

Trap 3 - People stop communicating

Or, rather, they stop connecting in a meaningful way - in a way that expresses and fosters passion, and in a way that builds authentic, nourishing human connection. And when people stop connecting, they 'cover up'. They go underground with their true feelings - especially in organisations where they see honest mistakes met with blame and reproach, or others playing politics, or leaders who prioritise profit and process above all else.

Have you ever seen this protective covering up - this defensive withdrawal from open, authentic connection - become the order of the day in an organisation? Almost certainly. And, when it does, of one thing you can be sure: that organisation is significantly diminished. When the individuals within it stop communicating in an honest, heartfelt way, it is starved of what is, in reality, the lifeblood of any organisation: human energy, human creativity, and human passion.

In our view, the three traps we've just described have the power to do serious damage to any organisation. Because when any of these traps are sprung and your people are locked into any of those three behaviours - when they become habitual, or when they become too driven by others' expectations, or when they stop authentically communicating -

one big, bad thing happens. Your people disconnect. They disconnect from themselves - and from others.

And these aren't any people, remember. They're your people. Your workforce. Your cherished colleagues. Your highly prized employees. The human beings you need not just to be feeling at their best but to be *giving* of their best.

The human beings without whom you cannot - *will* not - have a successful, happy, well-nourished, optimal business.

Okay ... apologies. We've banged on long enough about those traps. But in our defence, we've done so only to answer that central question: what do we actually do?

And, that's right. You're one step ahead of us. You've already worked out our answer.

Yes, it really is this straightforward. We help you deal with those traps.

If your people have already fallen in, we help you get them out.

And then, having helped you get them out, we'll show you some things you can do to keep them out.

Better still, we'll then also do our bit to equip them with the insights, awareness, emotional intelligence and sharpened, re-connected passion that will enable them to contribute, and enjoy contributing, like they maybe never have before.

But then again, what if you tell us your business is that lucky one-in-a-million organisation that has yet to succumb in any way, shape or form to any one of those three traps?

Well, we'll do nothing except offer you a big, fat congratulatory pat on the back and be on our way. (Even though, secretly, we probably won't believe you!)



TRAP-AVOIDANCE, THE ANOTHERWAY WAY!

Naturally, we're not going to give you all our secrets here. But we will quickly mention just a few of the things we do to help you deal with those traps.

- *If your people have become habitual, we'll reconnect them with their passion and creativity.*
- *If your people have become too focused on meeting others' expectations, we'll reconnect them with their own aspirations.*
- *If your people have stopped communicating ... yes, you've guessed it, we'll reconnect them!*
- *And beyond all this, as we've said, we'll help them acquire new attitudes, insights and inner resources so they can contribute to your organisation like they never have before!*

You'll appreciate, we know, that all this isn't just good for the individuals - it's good for the entire organisation. Because, as individuals develop and reconnect, so the whole organisation must inevitably change. It becomes a place of trust and collaboration, a place that nurtures and celebrates innovation, and a place that values individual and collective contributions.

And how will we work this magic? Typically, we'll do it in a variety of ways. For most of our clients we use a combination of group and one-to-one development work. Our group work usually takes the form of a development programme spanning two or three modules, with each module spanning two full days and limited to a maximum of 12 attendees. And, to consolidate the work within the groups and maximise impact, we intersperse the modules with one-to-one coaching for all participants.

Oh, and for certain clients - especially for clients requiring top-level team builds - we can create bespoke three- to five-day residential retreats (preferably in a location that's rather gorgeous).

In addition, we're often called upon by our clients to facilitate regular team meetings at all levels within the business - a great way for us to observe default behaviours and spot the patterns at work within various areas of the organisation. And, perhaps because of the insights we gain in our accustomed role as observers and advisors working at a variety of levels inside the business, we're often asked to play a part in talent-spotting and development.

Of course, it matters hugely to us that, whatever the particular work we're doing, we're trusted for our good sense and uncompromising respect for confidentiality - and noted for what at least one blue-chip CEO describes as our "ruthless yet compassionate" honesty.

And, it won't really astonish you to know that we attribute this cherished reputation to the quality of our own highly prized colleagues.

As you'll see from the biographies on our website, within the Anotherway team we possess a wide range of business experience and relevant "people development" acumen.

We boast seasoned coaches, trainers, therapists and teachers - individuals who, between them, offer a wealth of wisdom, intelligence and good old-fashioned life experience of which we are truly, truly proud. And individuals, it's worth pointing out, whom we've identified as having the three essential qualities of intelligence, courage and compassion.

Intelligence, because we care about serving our clients with the best kind of thinking. *Courage*, because it often takes bravery to tell the truth. And *compassion*, because mere truth-telling without a kind and open heart can be a brutal, clumsy action.

And that's all we really want to say about ourselves at this point. Not because we're especially modest, but simply because we suspect that, rather than listening to our claims about ourselves, you'd rather hear from our clients.

So, please visit the relevant section of our website and look at direct quotes from the leaders of the organisations we are privileged to work with and serve. Remember, these are people like you. People responsible for the good health of the large, complex human enterprises they oversee - and for the good health, productivity and happiness of each and every one of the unique individuals within their workforce.

And, again like you, part of their role is to help their organisations and the folk within them to negotiate and avoid those three traps every day.

The men and women whose verdicts you'll read on our website are exacting judges. They have to be, in order to do their jobs. And we're happy to say they've judged us to be skilled practitioners in the important art and science of trap-avoidance.

Work with us, and we're confident that you will too.


Trap alert!

How 'trap-free' is your organisation? These questions may help you decide.

How often do you and your colleagues have truly open, truly nourishing conversations at work?

Do you ever come away from a meeting feeling someone has not been completely honest?

Do people make brave, bold decisions - or do they prefer to pass the buck to someone else?



OUR VALUES

These are the values we have consciously chosen to be at our core and to drive us. They express who we are, how we work, and how we want to live.

Love

Love is obviously a word with all kinds of uses and meanings. Just ask any teenager, or Greetings card company. So exactly what do we mean when we talk about love? We mean having the same unqualified, compassionate regard for the wellbeing of another as we have for ourselves. It's what the world's great spiritual traditions call the 'Golden Rule'. And if it's good enough for them, it's good enough for us!

And that word compassion strikes us as particularly important given the work that we do. Our role requires us to speak the truth as we see it - even in difficult situations, with a good deal at stake. So compassion matters.

Integrity

For us, integrity captures the spirit of truth and honesty in which we aim to work - even when acting with truth and honesty requires courage. It also expresses our intention to adhere to our founding principles at all times.

Respect

We respect ourselves – and we always strive, in our thoughts and actions, to respect others. Why? Very simply, because we recognise the absolute right of all of us to be treated with dignity and courtesy - regardless of position or circumstance.

Effectiveness

We strive to be an effective, positive presence in the world – both as a collective, working with each other and with our clients; and as individuals, in our daily lives.

We recognise it's easier to talk about these values than to live by them. Nonetheless, we commit to doing so. Not because we're saints, but because we realise they are the key to living healthy, nourishing lives. And, along the way, to truly enjoying what we do and having lots and lots of fun!

... and our attributes

These are the three qualities we see as absolutely essential in every one of our associates and colleagues. We all have to have them - in spades!

Intelligence

Because we care about serving our clients with the best kind of thinking.

Courage

Because it often takes bravery to tell the truth.

Compassion

Because mere truth-telling without a kind and open heart can so easily become no more than a brutal, clumsy action.

READY TO EXPLORE ANOTHERWAY?

Having another way is good.
Get in touch, and we'll help you find it.

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