

# CUMA 2003

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## FROM PASSION TO ACTION

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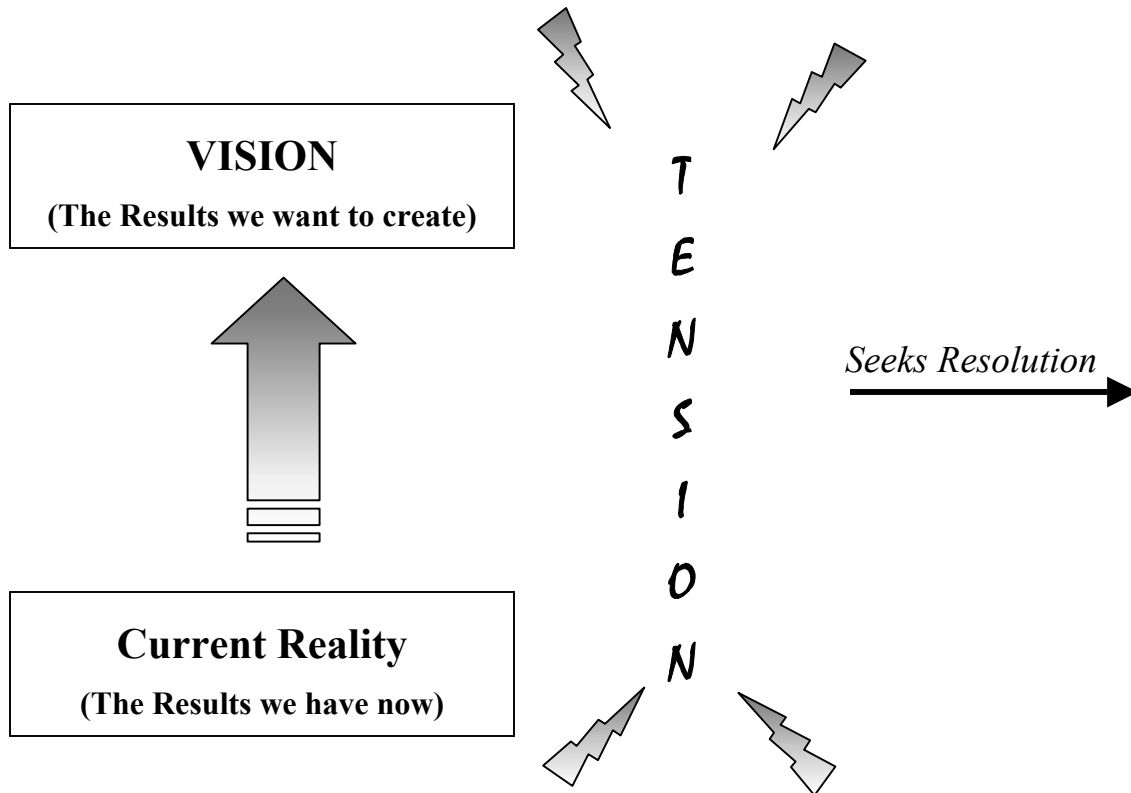
**Marathon Communications Inc.**

*Changing the way work serves people*

# FROM PASSION TO ACTION



## Creative Tension and You



***What do you notice when you have this tension?***

.....

.....

.....

***How do you “seek resolution” when you have this tension?***

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.....

*What we need is not a tensionless state,  
but the striving and struggling for a goal worthy of us*

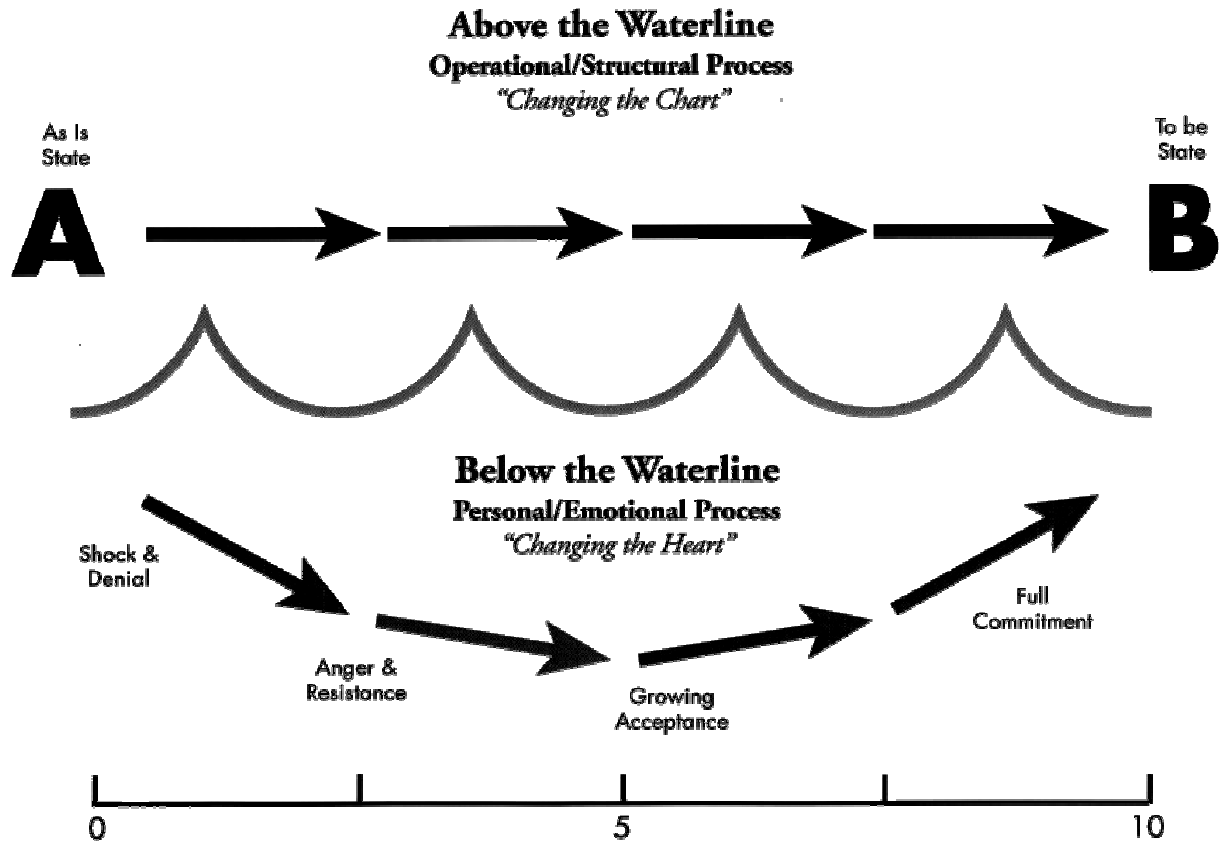
*Viktor Frankl.*



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## Above and Below the Waterline



Developed by John Scherer & Mark Yoell, 1997  
Scherer Yoell Group, Inc.

***How does resistance show up for you with your Team?***

.....  
.....  
.....

***What are the Reasons your Team may not be fully Committed to Moving to the B-state?***

.....  
.....  
.....



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## Changing the Heart to Change the Chart...

### 1. Discover your Team



Great answers for them to provide:

What is the greatest GIFT that I bring to the Team? .....

.....

What is my greatest area of GROWTH on the Team? .....

.....

What is my greatest source of PRIDE being on the Team? .....

.....

What is my greatest CHALLENGE of being on the Team? .....

.....

*The greatest thing in this world is not so much where we are,  
but in what direction we are moving.*

*Oliver Wendell Holmes*



### 2. Clarify the Cause, then create the Vision

Good questions to ask:

- What is it that we do that no one can do as well as us?
- What is the single most important value we bring to our customers?
- What is it that we do that will still have value in 5 years?

*You can't blow an uncertain trumpet.*

*Father Theodore Hesburgh Late President of Notre Dame University*



### 3. Fly the Flag

What are opportunities that you have to fly the flag?

.....

.....

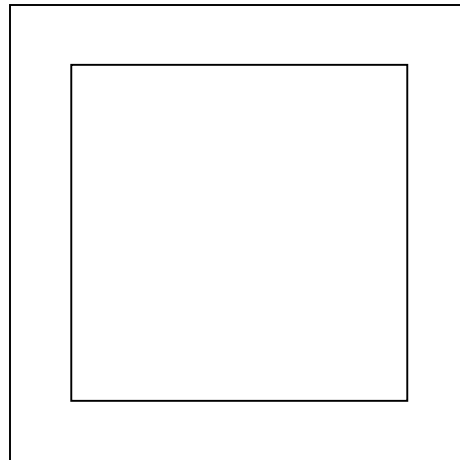
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## 4. Clean the Windows



*Whether you think you can,  
or you think you can't,  
you probably are right!*  
*H. Ford*

.....  
.....



## 5. Reward Movement

When can you *catch people in the act* and reward movement toward your vision and goals?

.....  
.....  
.....  
.....

## 6. Go to #1

*If you want to plan for a year, sow seeds  
If you want to plan for five years, plant trees  
If you want to plan for a lifetime, develop people*

*Kwan Chung Tzu, 7th Century BC*



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## **My Personal Commitment**

My Personal Learning:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

To what tasks or situations at work can I apply what I have learnt?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

My Personal Commitment to change for the next 30 days:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

