

SBODN Special Offer



- Receive an additional 5% off when you register for a 2008 course before Wednesday, December 12 and mention SBODN
- Receive 10% discount for registrations before December 15th.

THE HUMAN ELEMENT[®] APPROACH

With
Judith Bell, M.S.

SBODN Meeting
December 3, 2007

The Human Element is a registered trademark of Business Consultants Network.

*“Knowing others is intelligence;
knowing yourself is true wisdom.
Mastering others is strength;
mastering yourself is true power.”*

Lao Tzu, Chinese Taoist
Philosopher

THE HUMAN ELEMENT[®]

Comments from NASA participants regarding the Human Element 5-day course:

- *This course should be mandatory for everyone.*
- *Appreciated the way nothing was forced and concepts were not treated as “set in stone”.*
- *Great first step for me.*
- *My perception of the physical changes in some participants changed dramatically – they looked 7 years younger Friday than they did on Monday!*

Comments from NASA participants:

- The course material was different than any other type of class I've taken.***
- Class was the right mix of classroom lecture, exercises and activities.***
- The skills learned in this class would dramatically improve our office culture.***
- Well worth the time away from work.***
- The tools I gained are going to help me be a better employee and person.***

“The Human Element has had a direct and significant bottom line impact to our company. As an example, our Franklin, North Carolina facility had been a money loser for years. During the past four years Franklin’s sales have tripled and it is now contributing its fair share of profit to the organization. All this can be directly tied to the Human Element training. We continue to invest in it because it makes for a better environment where people work together on a much higher plain, and this leads to increased profitability.”

***Randy Lowe, President and CEO, Whitley Products
(a \$20 million fabricator of metal tubing in Indiana)***

“My life will never be the same.

. . . After 30 years of courses, therapy, etc., The Human Element is the one thing that not only cracked, but opened up the hidden vault that I had run into for safety as a child – And Judi was there to greet me with love!”

deBorah Jones, Educator.

“My primary benefit from the Human Element was the opportunity to speak with employees from other groups of SAWS about the issues that I felt were important but not being communicated.”

Employee, San Antonio Water System

“You didn’t tell me this was a time-release capsule!”

Employee, San Antonio Water System

“Going through this workshop was like having a huge mirror held up for me – to see my subconscious underpinnings and strings that pull me to act in different ways.

The best part is that it was done so we can see ourselves in a compassionate non-judgmental way, and make changes from the root of our being.”

Christine Ho, M.D.

“When Judi said The Human Element would transform my life, I signed up for the workshop immediately. Little did I know that I would transform my life – and Judi’s delivery of The Human Element was the brilliant tool to make that happen.”

Martha Danly – Marketing Executive

RAFFLE FOR *Lovers For Life* Book

- *Lovers For Life: Creating Lasting Passion, Trust, and True Partnership*

Judith Bell & Daniel Ellenberg

- Put your business card in the bag for a chance to win a free book at 6:30 tonight

- Raise your hand if:
 - You work with people who relate to numbers more easily than emotions or consider themselves to be more analytical than emotional?
 - As a consultant, you have ever dreamed of or wished for a better way to bridge between thinking and feeling?

- Raise your hand if:
 - You want your interventions with coaching clients, teams, and organizations to have more impact.
 - Your individual clients, teams, or organizations would prefer doing something “touchy feely” to something practical?

The Human Element

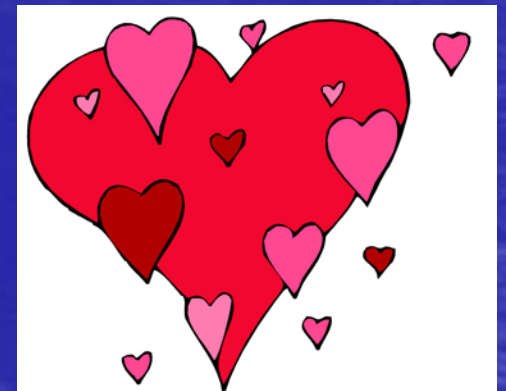
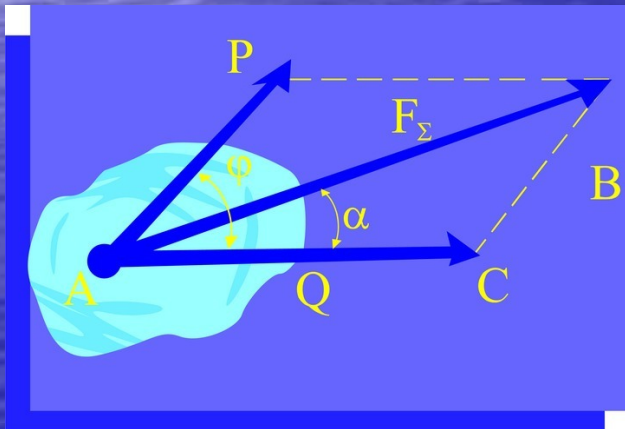


The Humanizing Element

The Human Element Approach

- Appeals to people who:
 - Like numbers
 - Are analytical
 - Are “feelers” and relate emotionally
 - Enjoy learning
 - Desire connection
 - Are practical
 - Frustrated with lack of change
 - Want results

**T H E helps build bridges
between people who
orient themselves
differently in the
world**



Twenty Seven Years of THE

- Life changing for thousands of individuals
- Huge impact on teams and organizations
- Long lasting effect
 - Practical
 - Simple yet profound
 - Lay language

From My Experience

- NASA, Procter and Gamble, Army, Amdahl, Mom & Pop businesses, non-profits to name a few
- People of all ages (16-80 plus)
- All occupations
- 30 countries
- All ethnicities

More Than a Seminar

- The Human Element is an Approach
- Based on FIRO theory and THE principles

Beyond The Human Element

- Coaching
- Consulting
- Tailored Human Element courses
- Innovations

Beyond The Human Element

- The Human Element Follow-On (NASA)
- THE Next Step
- Authentic Leadership I: Become Your Authentic Self
- Authentic Leadership II: Navigating the Interpersonal World
- The Human Element in Customer Relations
- Radical Collaboration
- The Implicit Career Search

Beyond The Human Element

- The Consultant's Use of Self
- Shadowing: A Premier Tool For Change
- The Theatre of Possibilities
- Taking the Cork off the FIRO Theory (Sweden)
- Applications of the FIRO Theory (U.S.)

Thrive!—THE plus...

- Thrive! synthesizes the newest brain research as well as developments in psychological, leadership, and organizational theory.
- Thrive! includes: FIRO theory, Neuroscience, NLP, Cybernetics, Positive Psychology, Creative Behavior, Complexity Theory, & Success Psychology

Thrive! Beyond The Human Element

- Thrive! Habits
- Thrive! Training
- The Thriving Consultant
- Teams Thrive!
- Thriving Relationships
- Couples Thrive!
- [Link to Thrive! Courses](#)

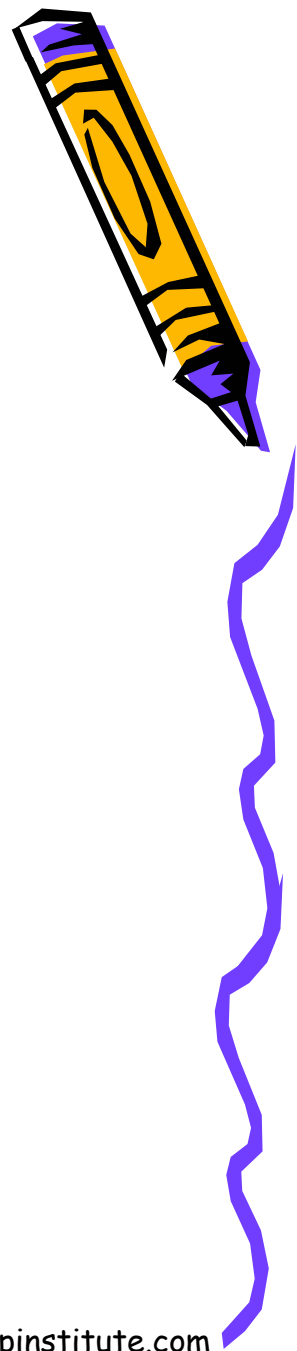
Course Design

- Elegant manner
 - matches and even draws in some of the most resistant folks.
- Creates an environment for positive connections.
- Numbers + attaching personal meaning = description of inner world including emotional tone

HOW THE HUMAN ELEMENT APPROACH WORKS

- 1. Whole Brain Learning
- 2. Learning environment
- 3. Laboratory
- 4. Principles are enduring
- 5. Skill development
- 6. FIRO Theory
- 7. FIRO instruments & use of numbers
- 8. Optimistic View regarding Change

1. Whole Brain Learning



- People perceive experience differently
- People apperceive experience differently
- People integrate and learn differently



Modes of Learning

“Tell me, I may forget;
show me, then I may remember;
but involve me, and I’ll understand.”

-- *Chinese Proverb*



Activity



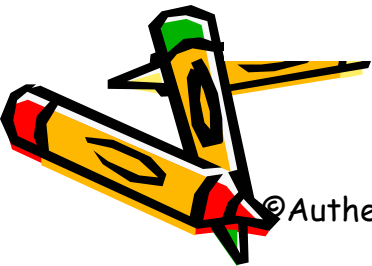
Self-report



Imagery



Feedback



2. Learning Environment

- **Designed to create an environment**
 - **Curious about self and other**
 - **Safe emergency (Fritz Perls)**
 - **Dissipates fear of being ignored, humiliated, or rejected**
- **Provides tools for self-reflection & understanding**
 - **Conscious and unconscious motivations**

2. Learning Environment

“...it appears evident that most people learn to know only a corner of their room, a place by the window, a strip of floor on which they walk up and down. Thus they have a certain security.”

Rainer Maria Rilke

Not Happy With:

- **Small space**
- **Lack of understanding how**
- **Lack of understanding why**
- **Lack of tools to create joy, satisfaction, ease, peace, and freedom**

The Approach

- **Helps people find joy, satisfaction, clarity, ease, peace, and freedom**
- **Provides simple framework**
- **Provides tools for understanding how and why**
- **Provides successful experiences**

Emotional Archaeology

- Invites us to go on a dig
- Shift our attitude
- Proposes questions such as:

“When, in my early life, have I experienced something that reminds me of this?”

“What is the payoff I’ve gotten for keeping this in place?”



Emotional Archaeology



- Shift from shame and criticism to wonder and curiosity
- Appreciation of these aspects
 - Appreciation of childhood survival strategies
 - Optimism regarding new possibilities



Emotional Archaeology

“...perhaps all the dragons of our lives are princesses who are only waiting to see us once beautiful and brave. Perhaps everything terrible is in its deepest being something helpless that wants help from us.”

Rainer Maria Rilke

Summary Statement

- **The environment & atmosphere that is created by design furthers one of the foundational principles**
 - **that increased self-awareness is the key to positive change and to increased productivity.**

3. Laboratory

- ◆ Gives participants bite-sized pieces of information & experiences
- ◆ Developmental progression of tools and exercises
- ◆ Builds skill development

Laboratory: Truth

- ◆ Defined as a problem solving tool.
- ◆ Participants explore and practice telling more truth and hearing more truth than they normally do—at work or at home.
- ◆ People realize that they or their listener did not fall apart or die when:
 - They expressed their truth
 - They received feedback from someone

The Truth Wheel



Levels of Openness

- ◆ Developed in 1981 by Dr. Will Schutz & Judith Bell
- ◆ First published in *The Truth Option*
- ◆ Most used tool in THE
- ◆ Moves from blame to openness, self-responsibility, and vulnerability
- ◆ To increase self-awareness regarding defensive reactions
- ◆ To develop trust, understanding of other

Ex: NASA Office

- ◆ OD director charged with fixing office
- ◆ Poor communication, recent investigation, high drama
- ◆ Four out of eight women shut down and withdrew as defense
- ◆ With bite size pieces of self-disclosure, trust started to develop.

- ◆ Found out about shared history of abuse
- ◆ Bonds began to form
- ◆ Optimism developed about what is possible

4. The Principles are Enduring: Choice

- ✦ Defined as a practical concept
- ✦ Participants are encouraged to:
 - Make conscious choices about what they want to do and do not want to do.
 - “Try on” the idea and experiment
- ✦ The medium is the message

Ex. Inside The Army

- ✦ "It's up to the colonel."
- ✦ "If it's okay with Judi, it's okay with me"
- ✦ "This has been the most important week of my life. I feel like I took control of myself again."

Laboratory: Choice

- ✦ Let go of blame
- ✦ Practice self-responsibility without self-condemnation
- ✦ Use emotional archaeology to research unconscious payoff
- ✦ Begin daily practices

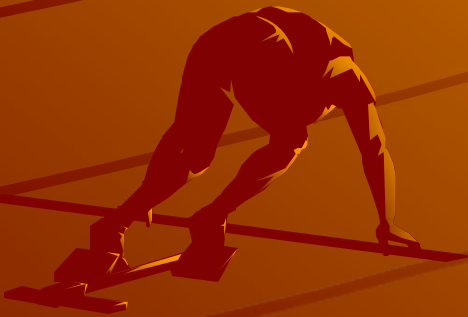
Accountability in Action

- ✦ Agreement = You + Me
- ✦ To Change an Agreement = You + Me



The Practicality of Choice

✦ <http://www.youtube.com/watch?v=DpBm4KoWsrY>



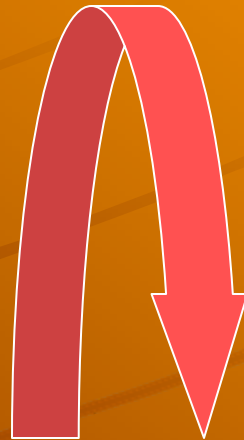
Results

- ✦ Self-empowerment
- ✦ Feeling of ownership
- ✦ Thinking outside the box
- ✦ Working beyond Union contracts
- ✦ Bringing discretionary emotional energy to work
- ✦ Increase in productivity

Rolling Hills Club

- ◆ During 13 years of consulting and coaching the management team:
 - Moved into top 10% in their industry internationally
 - Department of Fun
 - Changed Mission
 - All employees took out time for self (meditation, relaxation)

- ✦ Sold for several hundred percent profit
- ✦ Within months of new owner...



Drop in retention

Drop in new membership

Drop in morale

Loss of benefits

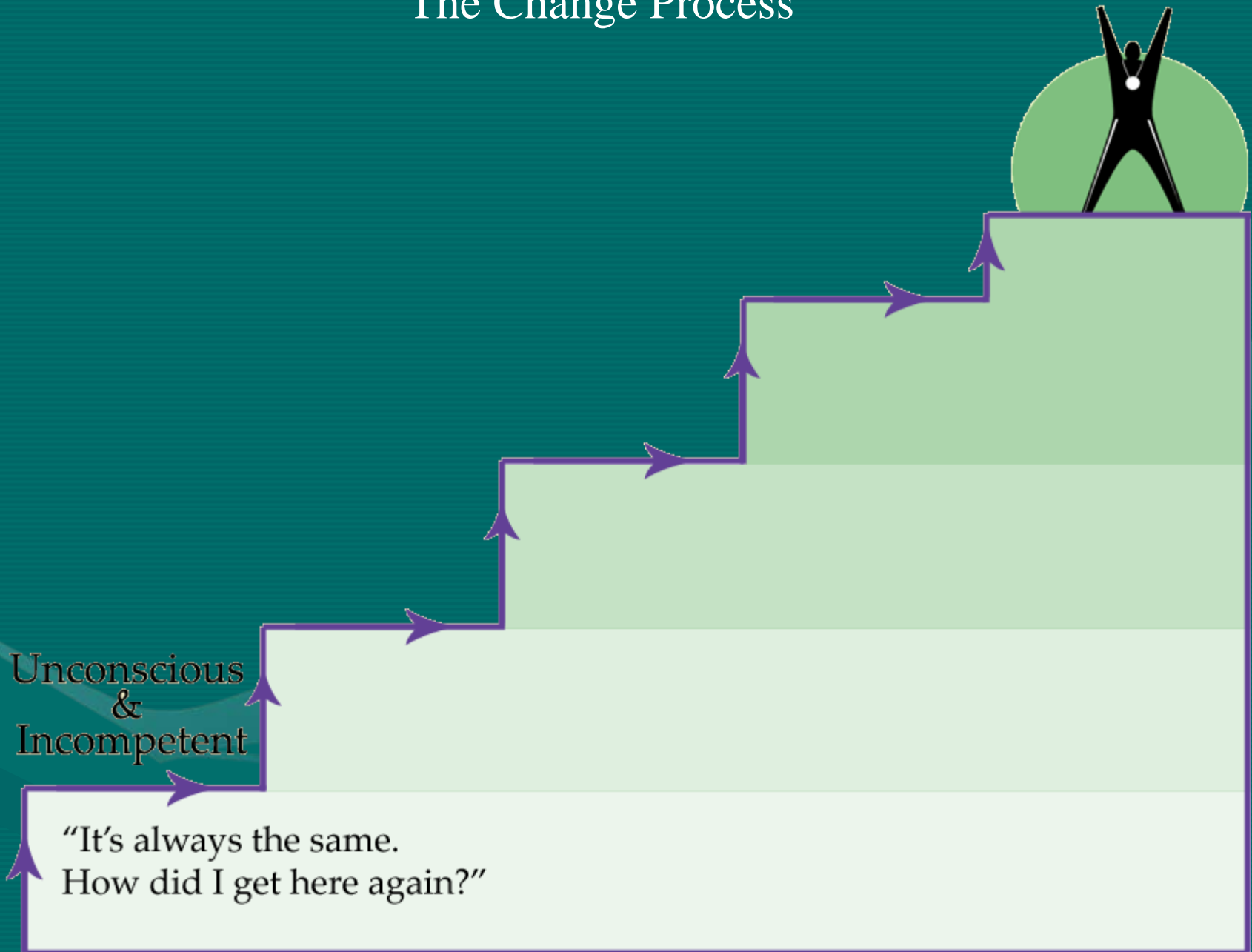
Increase in staff turnover

Loss in international status

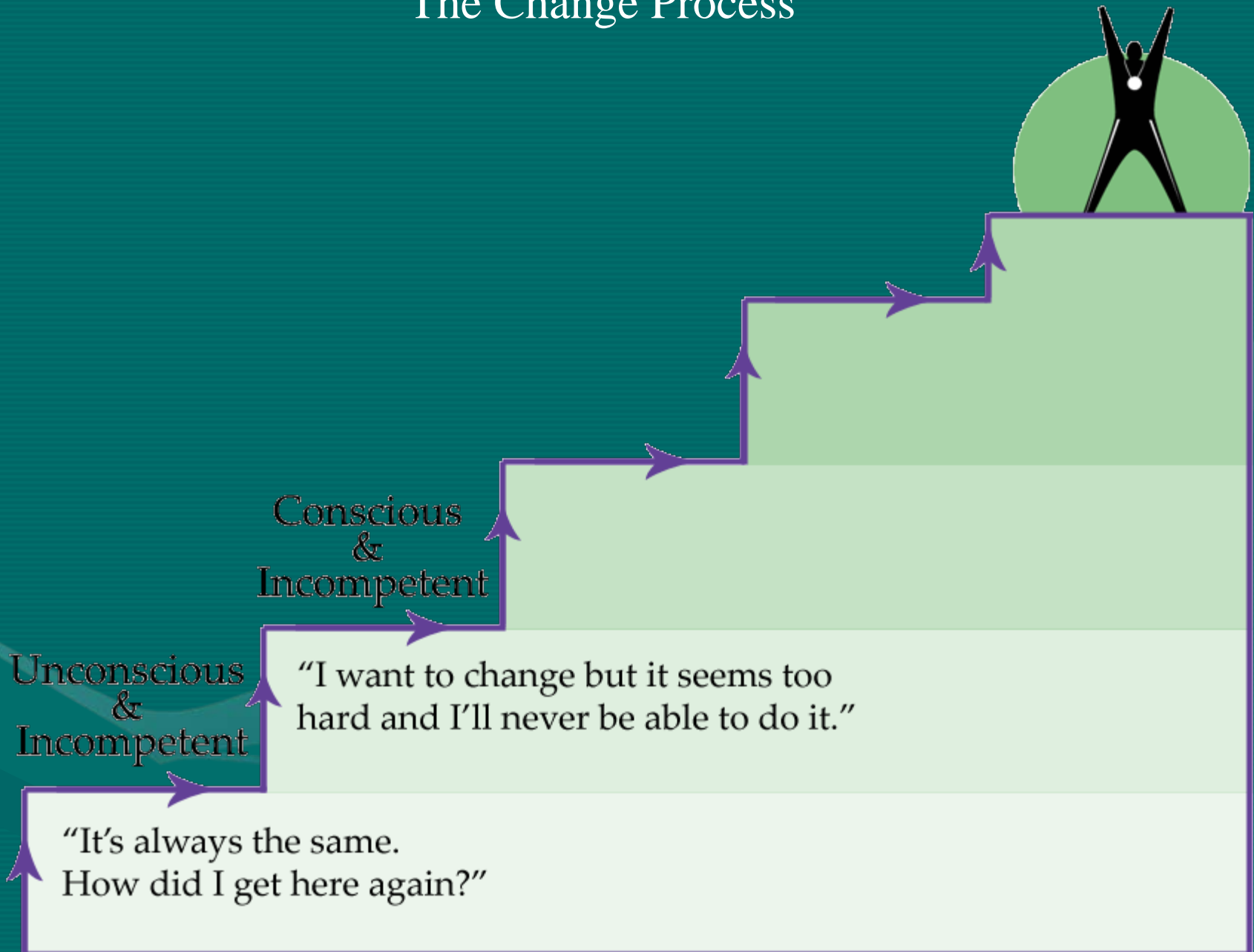
5. Skill Development

- Model creates independence
- Experience, integration, practice, mastery

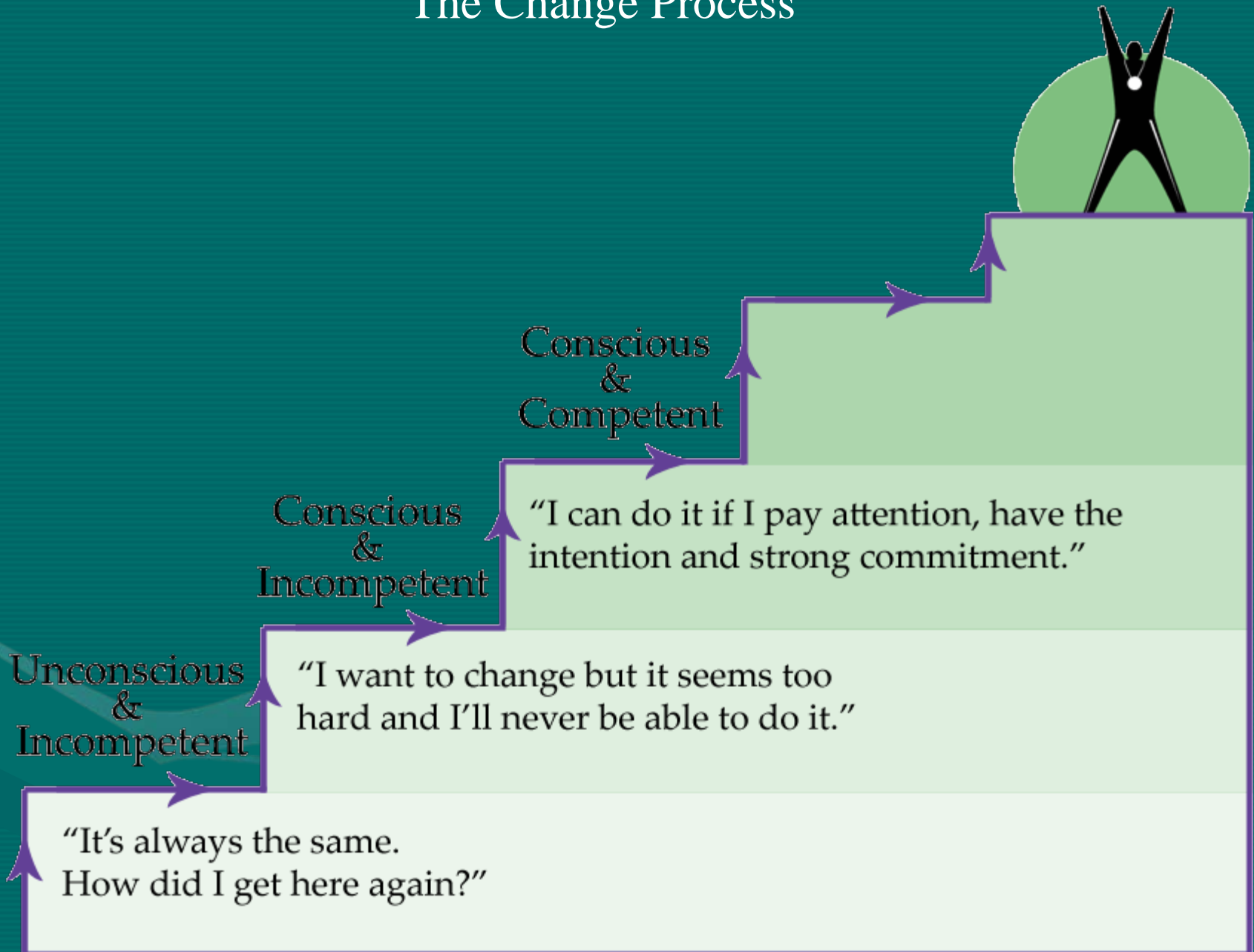
The Change Process



The Change Process



The Change Process



The Change Process



Unconscious
&
Competent

"The new skill is a part of me. I have integrated it and am developing mastery. It is easy."

Conscious
&
Competent

"I can do it if I pay attention, have the intention and strong commitment."

Conscious
&
Incompetent

"I want to change but it seems too hard and I'll never be able to do it."

Unconscious
&
Incompetent

"It's always the same.
How did I get here again?"

5. Skill Development

- Model creates independence
- Experience, integration, practice, mastery
- Trust grows as openness and accountability increase
- Connections develop as individuals become more aware, more skillful, more honest, & more self-responsible

Ex. Amdahl

- Project behind schedule
- Project manager and chief engineer not speaking
- Worked through misunderstanding
- Project finished ahead of schedule
- Q & A

6. FIRO Theory

(Fundamental Interpersonal Relations Orientation)

- ▶ Umbrella theory
- ▶ Simple yet profound
- ▶ Addresses group development
- ▶ All course designs follow FIRO theory
- ▶ Theory of Self
 - Behavior
 - Feelings/Beliefs
 - Self-concept
 - ▶ Defenses

FIRO Theory & Defenses

- ▶ What we don't like about ourselves and each other
- ▶ No shame, no blame
- ▶ Neutralized
- ▶ Presented in lay terms
- ▶ Doorway to greater understanding of self



BLAME

THE SECRET TO SUCCESS IS KNOWING WHO TO BLAME FOR YOUR FAILURES.

[Link to Despair.com](http://www.despair.com)

www.despair.com

FIRO, Triggers, & Defenses

► Fears about:

- Self-significance
- Self-competence
- Self-likeability



Triggered Defensive Reactions

Victim, Critic, Helper

Fight, flight, freeze, appease

Result

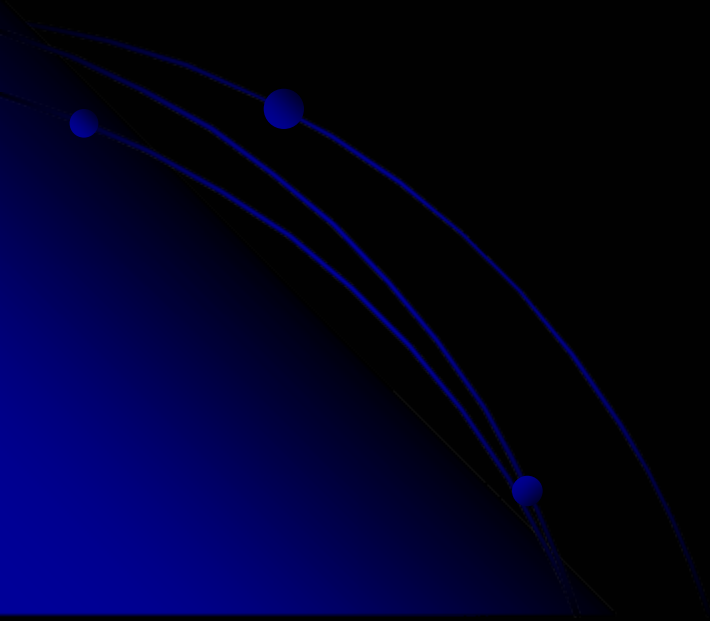
- ▶ Increase in productivity
- ▶ Increase in communication
- ▶ Decrease in sick leave
- ▶ Increase in profit margin
- ▶ Improved morale
- ▶ Increase in laughter and fun

Example: Schwan Food Company

- ▶ Coaching Plant Manager
- ▶ No trust
- ▶ Use of FIRO theory to help him understand his boss at HQ
- ▶ Use of FIRO theory to help him manage his plant leadership team
- ▶ To take back control of his life

7. Numbers

- Quantifies qualitative experience



Rate Your Experience

- Use a scale of 0-9, 0 is low and 9 is high
- Let a number bubble up into your mind that represents how valuable this presentation might be to you.
- Please turn to a person sitting next to you and briefly, share one idea that you think may be valuable

7. Numbers

- Quantifies qualitative experience
- Picks up conscious and unconscious
- Non-judgmental, no right or wrong
- Fosters specificity and clarity
- Highlights defense strategies
- Snapshot of now
 - Includes archaic beliefs

Ex. Behavior: Inclusion

- I include people 2
- I want to include people 7
- People include me 0
- I want people to include me 8

Ex. Feelings/Beliefs: Significance

- I feel people are significant 4
- I want to feel people are significant 8
- People feel I am significant 3
- I want to feel people are significant 7

From Element F, ©Business Consultants Network, Inc.



Ex. Self-Concept: Aliveness & Self-Significance

- I am fully alive 2
- I want to be fully alive 8
- I feel significant 3
- I want to feel significant 7

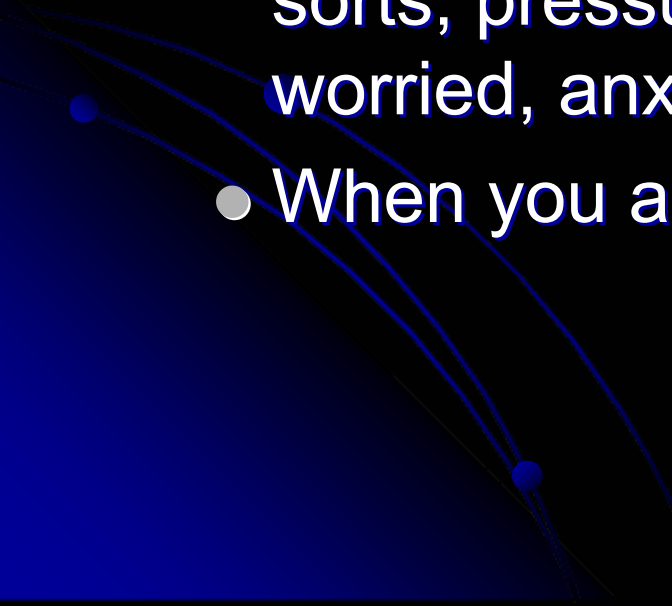
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Inclusion Dimension Example

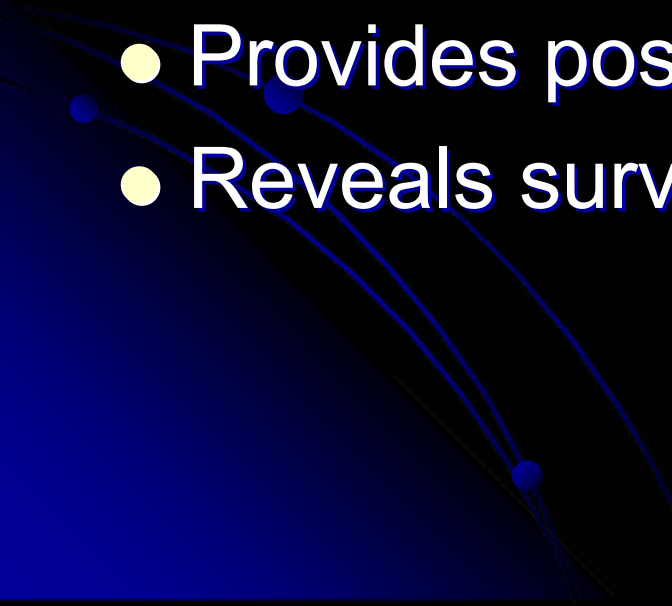
- I include people 2
- I want to include people 7
- People include me 0
- I want people to include me 8
- I feel people are significant 4
- I want to feel people are significant 8
- People feel I am significant 3
- I want to feel people are significant 7
- I am fully alive 2
- I want to be fully alive 8
- I feel significant 3
- I want to feel significant 7

From Elements F, F, and S, ©Business Consultants Network, Inc.

Double Scoring for FIRO Theory Profile (FTP)

- Relaxed definition
 - In which you feel good about yourself
 - Stressed Definition
 - When feeling any or all of the following: out of sorts, pressured, down on yourself, reactive, worried, anxious
 - When you are at your worst
- 

Results

- Melts away resistance
 - Validates experience
 - Deepens self-understanding
 - Catalyst for conversation
 - Provides possibility for change
 - Reveals survival strategies
- 

8. Optimistic View



- Change is possible
- Built into the instruments
 - What I See vs. What I want
- Choice plus awareness create the ingredients for change:
 - Attention
 - Intention
 - Commitment

IN CONCLUSION

- The Human Element and the Thrive! Approach contribute to your success by providing you with:
 - Simple yet profound theory
 - Increased understanding of yourself and your clients
 - Tools to help yourself and your clients thrive



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Contact information



- Judith Bell
- judith@aleadershipinstitute.com
- www.aleadershipinstitute.com
- 415.883.5600

Link to Registration [form](#).



Links to materials, courses, and other west coast consultants who use the Human Element Approach:

<http://www.bconnetwork.com/>

<http://www.espritgloballearning.com/>

<http://www.bartonwhite.com/>

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