

# Who Before Do Manifesto

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## **11 actions for leading and thriving in life, work and play in your own best way**

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## Prologue

Every challenge you're facing right now in your workplace has human origins.

This book contains key characteristics of the solution for you to apply in your own best way. The solution - fully human leadership. Central is the concept of a fully alive human being that I first explored in *Changing What's Normal*.

Below is a refresher and on page 5 a model:

The Law of The Farm	States of Being	Personal Practices
Fertile Ground  Be/Is	<b>Spiritually Alive</b>  Feeling Valued.  Appreciating and respecting self and others.	<b>Intention</b>  Mine are to make a difference and inspire others to make difference.  <b>What are yours?</b>
Ploughing  Feel	<b>Emotionally Healthy</b>  Feeling at peace.  Passionate.	<b>Feelings</b>  I am appreciative, joyful, allowing.  <b>How are you?</b>
Seeding  See	<b>Mentally Alert</b>  Feeling clear.	<b>Thoughts</b>  Mine are positive and productive.  <b>How are yours?</b>
Nurturing  Do	<b>Physically Active</b>  Feeling well.  Being accountable.  Being a role model.	<b>Behaviours</b>  My best are collaborative, open, passionate, committed, inspirational.  <b>What are your best behaviours?</b>

The Law of The Farm	States of Being	Personal Practices
Harvest Know/Have	<b>Universally Aware</b> Feeling connected.	<b>Outcomes</b> Mine are made a difference, inspired others to make a difference, achieved personal goals and helped others to achieve theirs.  <b>Yours are?</b>

Fully alive human being leadership focuses on:

**Self-leadership** = consistently being the best version of your one-of-a-kind self.

**Performance Leadership** (leading for others) is about inspiring, reminding and sometimes persuading other people to consistently be the best version of their one-of-a-kind self.

**Change Leadership** (Leading for leaders) is about being a role model in self-leadership and performance leadership, and being a mentor in helping leaders to be role models and mentors themselves in their own best way.



## **Action 1 Compete With Yourself**

### **In a nutshell**

We start comparing ourselves to others very early in our lives. Doing so is a journey to dissatisfaction, unhappiness and mediocrity.

We are all unique. We are not comparable to anybody else.

Not a single duplicate in the 100 billion lives that have walked planet earth.

The quest is to become the best version of our one-of-a-kind selves. This means we must continually compete with ourselves.

### **3 Recommended Actions**

#### **1. Create a profile of what the best version of you looks like on one page**

The following will be helpful as you create a picture of your best you.

Remarkable people don't bully others.

Remarkable people don't show their lack of intelligence by being violent towards others.

Remarkable people respect views and opinions that are different to theirs.

Remarkable people are passionate and persuasive yet never arrogant enough to think and act as if their way is the only way.

Remarkable people have ditched dogma and instead lead by example.

Remarkable people are not attached to their ideology, belief system, or political party bias, instead they debate ideas and then collaborate to achieve what really is good for humanity.

Remarkable people have roles not jobs. They understand that jobs are part of roles and that all roles are about relationships and delivering value to others as perceived by them.

Remarkable people are candid and authentic. They say what they mean and mean what they say.

Remarkable people promise big and deliver.

Remarkable people do their deep personal work and show it through their acute self-awareness, and therefore their willingness and ability to be highly aware of others.

When remarkable people are in the room, they're in the room (thank you Nigel Risner).

Remarkable people share powerful stories, the kind that others can see and feel themselves in.

Remarkable people co-create cultures of candour where elephants in the room are named, and closets are absent of skeletons.

Remarkable people tell the truth as they see it, yet never in ways that are a put down of others.

Remarkable people ... Please insert your thoughts.

**Now create your one page. Start with putting your name on the top, today's date and the heading I am remarkable when**

To help you to live your one page choose a theme song for competing with yourself and play it regularly to get into the state right for you.

## **2. Write down what you stand for**

Below are two examples to help you, my own and my client Jamie Wilson.

### **What I stand for - Ian Berry**

The changes I want to see and influence happening (thanks to Seth Godin for the concept) are:

Homes, workplaces and third places where it's standard practice for people to feel heard, understood and appreciated. Therefore I stand for:

1) People being willing and able to have the candid, convivial and compassionate conversations essential for other people to feel valued, live values and deliver value.

2) Every person having continuous opportunities to be the best version of themselves and to do work that is meaningful for them and highly valuable for others.

3) Leaders inspiring, reminding and persuading others to be and do as above.

## **What I stand for - Jamie Wilson**

I stand for OUR People, OUR Team. Our people should not be managed, they should be lead, guided and encouraged to prosper, achieve and be their best.

Business objectives are achieved as a consequence of individuals achieving their objectives

We need to manage processes, procedures, policies, practices and systems to ensure our people can deliver their and our objectives

I stand for OUR culture. A culture that everyone invests into and leads from example and owns their unique piece of it

I stand for communication improvements across all areas of the business. We are the BEST at what we do, lets not let this bring us down

I STAND FOR EVERYONE IN THIS ROOM. TOGETHER EVERYONE ACHIEVES MORE

**Now go create your own. Clue: What you stand for is the change you want to see/make happen.**

### **3. Develop and stick to a one page for your rituals or standards**

You can download my one page at <http://www.ianberry.biz/who-before-do-companion-resources/> See link just under Action One - Compete With Yourself.

**Use it as a guide to create your own.**

### **Recommended Deep work**

I love the concept of deep work by Cal Newport. Read about it via the link at <http://www.ianberry.biz/who-before-do-companion-resources/>

Below are 3 areas I recommend you focus your deep work on

- 1) Regularly transform yourself by undertaking the compete with yourself exercise which you will find at the companion resources web page.
- 2) Discover, unleash and enhance your own and other people's gifts. I believe this is the number one role of leadership.
- 3) Get better everyday at engaging in candid, convivial and compassionate conversations with fellow humans.

Should you not yet be familiar with the Enhancing Your (Their) Gifts concept you'll find links at the companion resources web page. You will also find there content to consider about conversations.

Visit this web page now to access resources that will assist you as you undertake your deep work.

<http://www.ianberry.biz/who-before-do-companion-resources/>

Do Your Work.

You might take the actions I recommend. You might not.

The key will be, not what I say or recommend, rather what you hear yourself say to yourself, who you become and then Do Your Work.

The words Do Your Work are inspired by the Steven Pressfield book Do The Work, which is about overcoming resistance. Steven believes, and I agree, that the pain of running away from doing what we know we should is greater than actually doing the work!

There's a link to Steven's book at the companion resources page.

I encourage you to share your progress at a first Monday of the month Accountability Accelerator.

## Action 2 Collaborate

### In a nutshell

Every problem/challenge in our world today (and in your life) is a human one. Every solution has relationships with other humans at heart.

My friend and colleague Keith Abraham says: "*Achievement is never an individual activity.*"

And it's literally about matters of the heart.

As reflected in the compete with yourself exercise to change an outcome/results we must modify/or change intention, feelings, thoughts, behaviours/actions. Intention and feelings are the fertile ground and ploughing, the hard work!

*"Most of us think about ourselves as thinking creatures who feel but we are feeling creatures who think, and we live in a society that values what we think over what we feel"*

Dr. Jill Bolte Taylor, a leader in the world of neuroscience.

There's a link to a great TEDx talk by Jill at <http://www.ianberry.biz/who-before-do-companion-resources/> under Action 2 - Collaborate.

The other side of the compete with yourself coin is collaborate.

	<b>Compete With Yourself</b>	<b>Collaborate</b>
Fertile Ground	Intention	Contact
Ploughing	Feelings	Connection
Seeding	Thoughts	Common-ground
Nurturing	Behaviours/Actions	Commitment
Harvest	Outcome/Result	Continuity of relationship/s

At the heart of collaborating of course is relationships. To improve/sustain highly valuable and mutually rewarding relationships we must change or modify how we contact, connect, establish/sustain common ground or shared-view and demonstrate commitment with other people.

### **3 Recommended Actions**

- 1) Write down your greatest collaboration or relationship story and one where you failed. Who will you become and what will you do next to better live the lessons from these experiences?
- 2) Review the seven special steps to successful collaboration on pages 99, 100 of Changing What's Normal with your team/performance partners and explore changes/modifications you could make to your relationships. The seven steps are available for your convenience at <http://www.ianberry.biz/who-before-do-companion-resources/>
- 3) a) Review your diary for the past month. Are more than 75% of your actions some form of communication or conversations with family, friends, colleagues and stakeholders? How could you better invest your time and energy to build and grow high value mutually rewarding relationships? b) Choose a theme song for collaboration and play it regularly to get into the state right for you.

### **Recommended Deep Work**

- 1) If you have not yet watched the compete/collaborate video and started to make the compete with your yourself and improve relationships exercises part of your routine then now is a good time to start <http://www.ianberry.biz/who-before-do-companion-resources/>
- 2) For your business/organisation staying in touch with customers/clients and continually adding value to the ways you delight them is fundamental to remaining relevant and successful. Explore with your team how you could better utilise the contact-connection-common-ground-commitment as a service-sales-experience and value adding cycle.
- 3) What is a major collaboration you have thought about however not yet acted on? Who will you become and what will you do next to better turn your thoughts into reality?

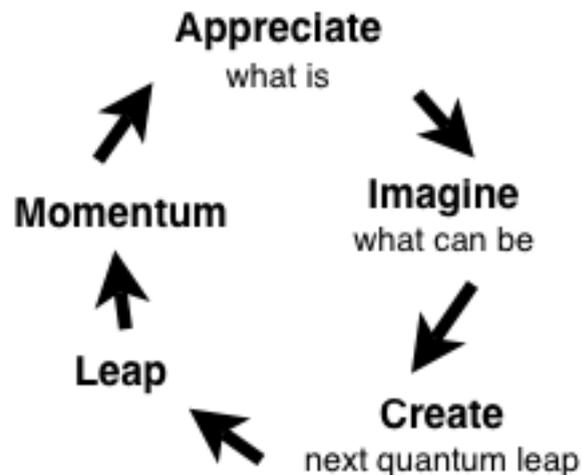
## Action 3 Follow a change process

### In a nutshell

Change management for me is one of the three great oxymorons in business. The other two are strategic planning and performance management.

Change and performance can't be managed. They can be led. Your strategy and your execution plan are joined at the hip however they are both very different and must be determined individually.

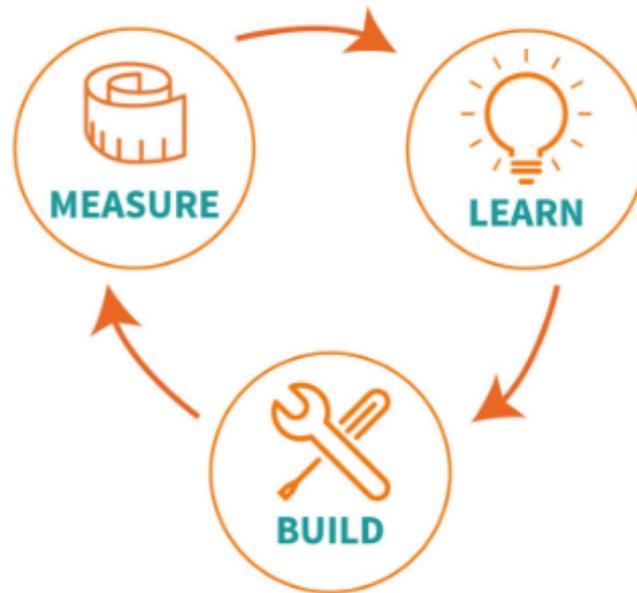
To lead change we need a change process. Mine is pictured below. This was addressed in the Appreciative Leader handbook. There are several exercises in the companion resources web page to the handbook that will help you to master this process or develop and master your own. There's a link to this companion resources web page at <http://www.ianberry.biz/who-before-do-companion-resources/>



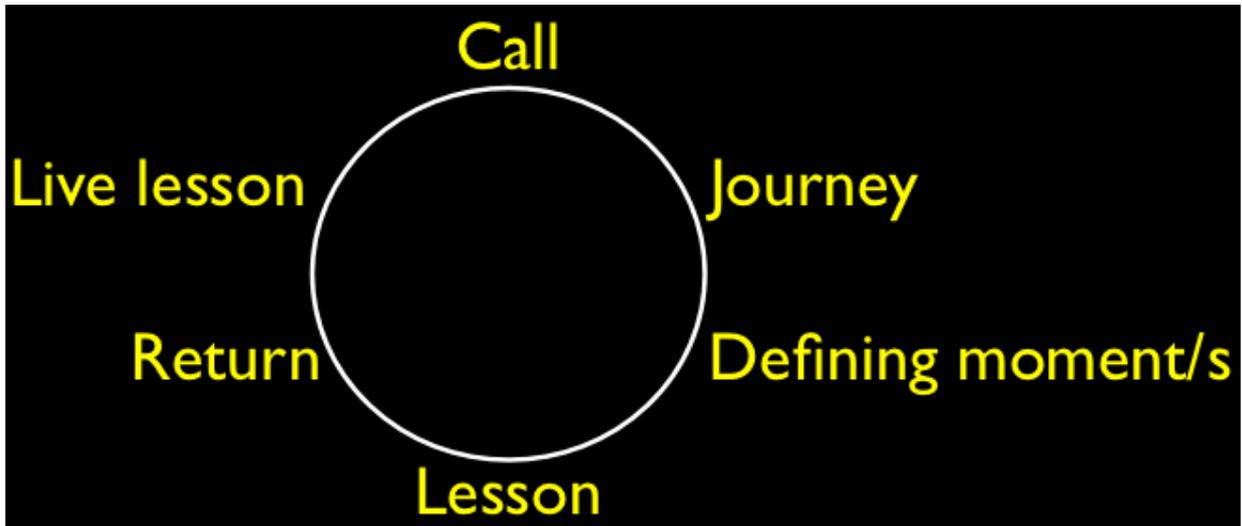
The key to success in following a change process is three-fold:

- 1) asking the right questions of the right people at the right time for them,
- 2) listening intentionally for their answers,
- 3) and understanding and utilising the power of silence.

Comparison models taken from a LinkedIn article by innovation guru Dr. Amantha Imber. Access her original article via <http://www.ianberry.biz/who-before-do-companion-resources/>



Perhaps the most famous change process of all is Joseph Campbell's The Hero's Journey.



### 3 recommended actions

- 1) Meet with your team this week and schedule taking the actions relevant to the above change process that are at The Appreciative Leader handbook companion resources web page. You're looking for the Appreciating what is (Sparkenation 15) and 'Shifting from reality (what is) to Possibility (What Can Be)' (Sparkenation 16) exercises.
- 2) At a to be scheduled team meeting discuss other uses of the change process or whether or not you should create and use your own process.
- 3) Choose a theme song for team meetings and always play it at the start of every meeting to get into the state right for the team. Encourage team members to choose songs and regularly change them.

### Recommended Deep work

- 1) Ready and apply in your own best way my ebook '19 Really Useful Techniques for making difficult conversations history'.
- 2) Read and apply in your own best way my ebook 'The great questions remarkable leaders often ask'

You'll both these ebooks via

<http://www.ianberry.biz/who-before-do-companion-resources/>

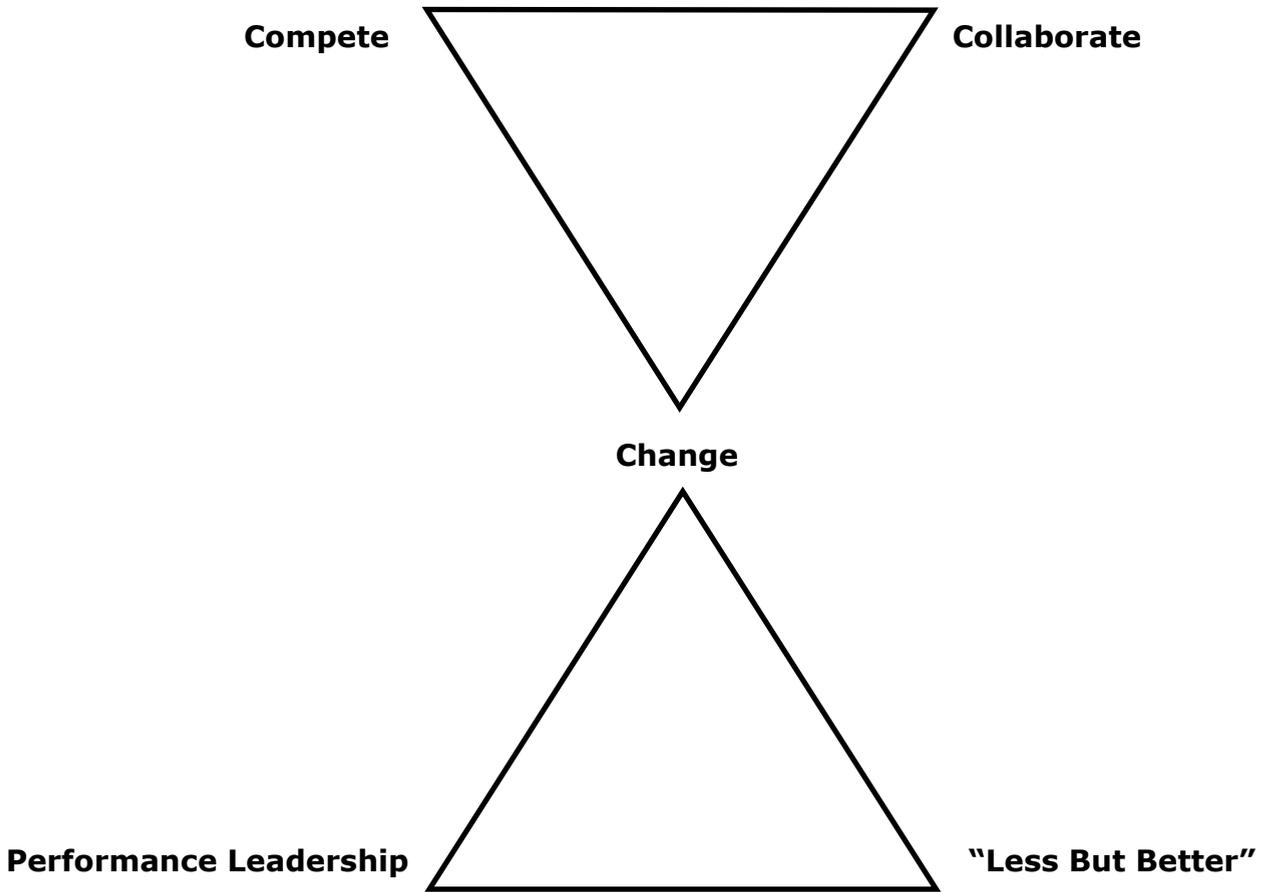
- 3) Decide together as a team how you will incorporate the teachings of the above ebooks in your own best way to uplift your culture.

## Compete, Collaborate, Change Pulse Check

Please place an X where **you** are now  
and a ✓ where **you** believe **you** need to move to

	<b>Good</b> i.e. basic standards of performance are being achieved	<b>Great</b> i.e. above average; better than basic	<b>Remarkable</b> (conspicuously extraordinary)
<p>I'm consistently a fully alive human being.</p> <p>I've mastered competing with myself.</p> <p>I've mastered collaboration.</p> <p>I follow a change process.</p> <p>I get and appreciative that competing with myself and collaborating are foundational to leading meaningful change.</p>			

Summary diagram compete, collaborate, change and integration with next section



**Sustaining shared-view in the seven areas of significance**

And don't forget

