

Five faces of a fully alive human being

By Ian Berry

The following is an excerpt from my new book '**Remarkable Workplaces - a practical guide for ensuring people feel valued, live values and deliver value**'

This final book in a trilogy will be published in June 2019. You can get your digital copy of the first two books along with all my resources via <http://www.ianberry.biz/wp-content/uploads/2018/08/IanBerrysComplimentaryResources.pdf>

You will be able to get your digital copy of 'Remarkable Workplaces' via the same source above. You will also be able to purchase the souvenir edition.

Registration desk is open for all my events in the first half of 2019 at <https://www.eventbrite.com.au/o/ian-berry-5879090561>

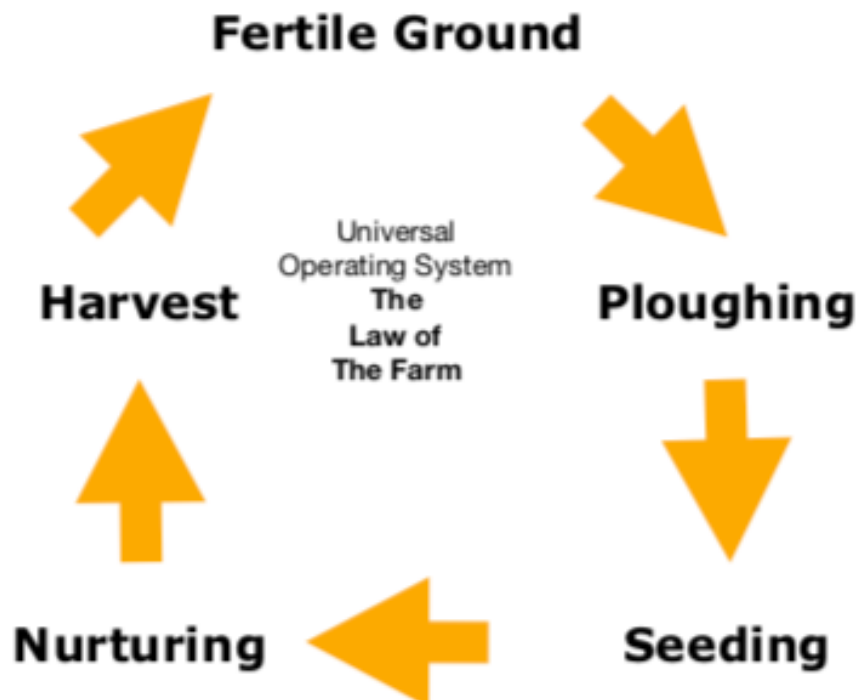
Prologue - Five faces of a fully alive human being

In a nutshell

Every challenge you're facing right now in your workplace has human origins. So does every solution.

This book contains several solutions for you to apply in your own best way.

Each solution uses the Law of the Farm as an operating model/system/process.



Following this law in your own best way is about who you are and what you do when things don't go according to plan, as much as when everything comes together.

I first learned this law as a teenager as I explain in the Grandpa's Story video that you can view at <http://www.ianberry.biz/reasons-relationships-routines-guarantee-results/>

I learned from my Grandfather that relationships with people committed to following proven processes should be cultivated and that relationships with people focused only on outcomes should be avoided.

Through working with more than 1000 leaders, women and men, in over 40 countries since 1991 I've learned that there are intentional/spiritual (the fertile ground), emotional (ploughing), mental (seeding), physical (nurturing) and universal (harvest) components to every solution to your challenges.

To begin let's look at these components as five faces of a fully alive human being which I first explored in my [Changing What's Normal](#) book, the first in the trilogy.



On the next page is a refresher:

The Law of The Farm	States of Being (The Five Faces)	Personal Practices
Intentional/Spiritual Fertile Ground Be/Is	Spiritually Alive Feeling Valued. Appreciating and respecting and being aware of self and others.	Intention Mine are to make a difference and inspire others to make difference. What are yours?
Emotional Ploughing Feel	Emotionally Healthy Feeling at peace. Passionate.	Feelings I am appreciative, joyful, allowing, grateful. How are you?
Mental Seeding See	Mentally Alert Feeling clear.	Thoughts Mine are positive and productive. How are yours?
Physical Nurturing Do	Physically Active Feeling well. Being accountable. Being a role model.	Behaviours My best are collaborative, open, passionate, committed, inspirational. What are your best behaviours?
Universal Harvest Know/Have/Fulfill	Universally Aware Feeling connected.	Outcomes Mine are to have made a difference, inspired others to make a difference, achieved personal aspirations and helped others to achieve theirs. Yours are?

Notes:

3 recommended actions

1) Complete the pulse check below yourself and with your team.

Five faces of a fully alive human being pulse check

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

	Good i.e. basic standards of performance are being achieved	Great i.e. above average; better than basic	Remarkable (conspicuously extraordinary)
1) Spiritually Alive personally			
team			
2) Emotionally Healthy personally			
team			
3) Mentally Alert personally			
team			
4) Physically Active personally			
team			
5) Universally Aware personally			
team			

2) Create a performance improvement plan for **yourself** for the next 90 days. Then repeat this process or move to one of the other solutions in this book.

3) Create a performance improvement plan for **your team** for the next 90 days. Then repeat this process or move to one of the other solutions in this book.

Recommended Deep work (recommended actions are on page 6.)

In the third last paragraph of his wonderful book 'Deep Work' Cal Newport says *"To leave the distracted masses to join the focused few, I'm arguing, is a transformative experience."*

Cal won the argument with me. Studying and applying Cal's book has for me been transformative.

Early in this book Cal says: "A deep life is a good life." I agree.

I've been on a quest to live a deep life for over half my 65 years. Five years ago I took this to my deepest level so far when I set a goal to travel for business less, and to do meaningful work with less clients while working from home, or being with people no more than an hour and half from my home.

My journey experienced a high note while working with two of my mentors who recommended the book 'Essentialism' which articulates the concept of 'less but better.'

Integrating 'less but better' into my personal and business life helped me to do more valuable work with my clients.

Integrating 'Deep Work', in my own best way, has enabled me to increase my value even more.

"Deep Work: Professional activities performed in a state of distraction free concentration that push your cognitive capabilities to their limit. These efforts create new value, improve your skill, and are hard to replicate."

"Shallow Work: Noncognitively demanding, logistical style tasks, often performed while distracted. These efforts tend to not create much new value in the world, and are easy to replicate."

3 key benefits of doing deep work and less shallow work

- 1) More time and energy to do meaningful work that's rare and highly valued by other people.
- 2) Less distraction and therefore more joy in the moment.
- 3) A new and vital understanding of attention and that our brains construct our worldview based on what we pay attention to.

What I witness in most workplaces is that many people are distracted more often than not. (the misuse and abuse of smart phones and email, and addiction to social media are three key ways we get distracted).

Distraction means that the most valuable work is not getting done.

A consequence is that value required is not being consistently delivered.

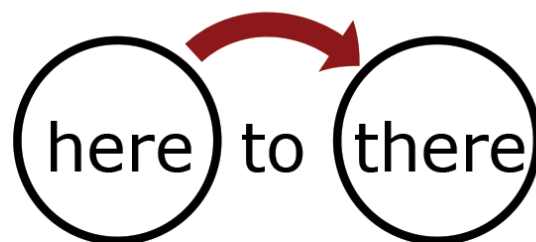
It follows therefore that the value of your business/enterprise/organisations is far less than it should be.

Three recommended deep work actions:

- 1) Make deep work as a personal practice at least a once a week ritual.
- 2) Over the next 3 months eliminate shallow work. Keep a log of your time, energy and money savings. (You'll be surprised!)
- 3) Set up a value-delivery deep dive conversation which each person your role has a relationship with. Ask them to tell you what they must have from you and their delivery preferences. Update your Role Clarity Statement (in the old out of date 20th century language that's your 'Position Description'). Ask people to describe how they feel about their relationship with you and for feedforward on how you could be and do better. Commit to a series of quantum leaps to improve your value delivery and check-in regularly with those you're delivering to.

Common misconception:

A "quantum leap" does not mean a big jump, even though many people use it that way. In fact, it's an infinitesimally small change, but the key is that it's a direct jump from



Like some help?

Contact me on +61 418 807 898.

5 minute conversations are free.

I only discuss professional arrangements when you ask about the possibilities.

I help business owners and members of leadership teams who believe in enlightened self-interest to get better, wiser and/or more valuable in the human side of business, in alignment with best use for you of technology.

The Aggregation of Marginal Gains

If there was a competition for the 2018 breakthrough insight my choice would be The Aggregation of Marginal Gains.

It's a perfect fit with my quantum leap work with clients.

I first learned about this insight via the writings of James Clear which he has now included in his great October 2018 published book 'Atomic Habits'

Read the appropriate piece from his book at <https://jamesclear.com/marginal-gains>

The insight comes from the success story of British Cycling and the instigator, Performance Director Dave Brailsford*.

James Clear says:

Brailsford had been hired to put British Cycling on a new trajectory. What made him different from previous coaches was his relentless commitment to a strategy that he referred to as "the aggregation of marginal gains," which was the philosophy of searching for a tiny margin of improvement in everything you do.

Brailsford said, "The whole principle came from the idea that if you broke down everything you could think of that goes into riding a bike, and then improve it by 1 percent, you will get a significant increase when you put them all together."

By choosing to be and do just a little bit better, wiser and/or more valuable you can achieve your own version of the British Cycling Team's success summarised by James Clear as follows:

"Just five years after Brailsford took over, the British Cycling team dominated the road and track cycling events at the 2008 Olympic Games in Beijing, where they won an astounding 60 percent of the gold medals available. Four years later, when the Olympic Games came to London, the Brits raised the bar as they set nine Olympic records and seven world records.

That same year, Bradley Wiggins became the first British cyclist to win the Tour de France. The next year, his teammate Chris Froome won the race, and he would go on to win again in 2015, 2016, and 2017, giving the British team five Tour de France victories in six years."

*I'm aware that there are some stories floating about concerning the use of performance enhancing drugs by teams associated with Dave Brailsford. I'm not aware at the time of writing of any proof or that there is any substance to these stories. Regardless his insight is a great way to ensure improvement.

This 'Remarkable Workplaces' book addresses what I consider to be the 19 essentials (see next page) for mastering the human side of business.

I'll explore each of these essentials in the same format as above, i.e. an overview (in a nutshell) and then 3 recommended actions and recommended deep work.

The aim is that in your own best way you will improve each of the essentials by 1 percent and then put all your improvements together resulting in significant improvement.

As with the first two books in the trilogy, Changing What's Normal and The Appreciative Leader I end each section of this book with the words 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!

The essentials

1. The five faces of a human being fully alive.
2. The five fundamentals - language, conversation, relationships, interactions and transactions, and purpose.
3. The nine foundations self-leadership - consciousness, compete with yourself, concentration; performance leadership - communication, collaboration, community; and change leadership - context, concept and content.

As I complete the writing of this book over the course of December 2018, and January and February 2019 I'd be grateful for any comments/suggestions for improvement.

To contribute please email me ian@ianberry.biz with the words 'please put me on your reading list' in the subject line.

I will email you no more than 3 times during the 3 months above with the expectation that you would reply with your thoughts within a fortnight.

Of course you will get a copy of the book when it's published.

My gratitude to people from the following organisations who have regularly participated in the online Accelerators, and master-classes and master-mind group in Ballarat and/or we have worked together privately over the course of 2017 and 2018.

You know who you are! You have made an invaluable contribution to my life, work and this book.

ARPNSA
AVIS Western Victoria
Ballarat Grammar School
Ballarat Regional Industries
Bendigo Bank
Cavehill Creek
Chris Packer and Associates
Eureka Concrete
First Contact
Gallagher Bassett
Gellibrand Support Services
Haymes Paint
Metro Trains (Rolling Stock)
Surf Coast Shire

And special thanks also to guest presenters in the master-classes, Geoff McDonald, Glenn Capelli and Helen Macdonald.