

# update



enthum | coaching news

Enthum Newsletter

Issue No 3 - December 2008

[Forward this email to a friend](#)

## merry christmas dear friends & colleagues,

Welcome to **update**, our regular newsletter. We value our connection with you and hope you find this edition interesting. [Feedback](#) or comments are welcomed.

---

### the ritual and the sales conference - grahame pitts

**Two interesting events happened recently, seemingly diverse and yet on reflection, similar and connected.**

First, I went to my son's university graduation. As one of the newer universities, I expected a modern degree ceremony of some sort. What I witnessed was the ritual performed for centuries in learning institutions worldwide. Students, who, for three years had been taught the value of free thinking, had stretched their skills and their knowledge—and in the drinking bars exercised even more freedom—now without challenge, each doffed their cap and shook the hand of the vice chancellor. Not one of a thousand students mocked the ceremony, each was obedient to a tee, and all of us witnessing this in the cathedral were spellbound. The splendor of the occasion and the memory of that walk from non-graduate to graduate will be ingrained within all those students and their proud parents forever.

From there I travelled to meet one of our clients, a commercial director in a media business. Like many other organisations, this one is suffering badly. Budgets are being reviewed, every cost scrutinised. For this department, the annual sales conference was a victim. As a member of the Board, the commercial director agreed with the decision to cancel it this year, and yet we wondered about the impact of missing this annual ceremony, and the power and impact on people when they come together in this context. For some looking in, they may see only certain characteristics—presentations, motivational techniques, late-night discussions in the bar—yet at another level, there is a deeper human impact, a group support and connection being made. This is a business ritual, a time to be remembered by those who were there.

Through the centuries, ritual and ceremony have been critical to human endeavour. They celebrate specific events, they mark transitions through, for instance, seasons of the year. Rituals have always been opportunities to acknowledge, rejoice, share and reflect. This is no different now in our modern society. Your people need markers—celebrations, wakes, parties—to feel the sense of community often missing in business and particularly at this tough time.

Choose your own method, quiet is as good as noisy, but this is important. Our sales colleagues know this, they gather annually because those memories mark achievement and set direction for the

future. What will you do this year for your people and your business? Make it simple and effective, people will remember these moments, they will be motivated. Maybe just back to basics – meet and share, acknowledging success and support for each other.

## as we move towards Christmas

we have been reflecting on our projects across the year, and to give you a flavour and a sense of the colour:

- we have worked in a variety industries –construction, design, media, consultancy, insurance, hospitality, retail, charity, brand development
- we have worked on a variety of assignments –one to one coaching, team coaching and board development, designing and running large team meetings (top 40 managers), and facilitating business planning sessions
- we have met many interesting people –business leaders, inventors, artists, designers, community leaders– individuals with great ideas and passion

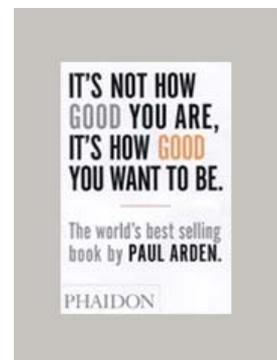
A wonderful rainbow of diversity and difference; working with individual talents and business development is a rich and interesting place to be.

### interesting finds - things we've come across, and wanted to share:

Book - [IT'S NOT HOW GOOD YOU ARE, IT'S HOW GOOD YOU WANT TO BE](#) by Paul Arden

An engaging little book about the creative processes of good advertising, used here as a metaphor for business practice. Its full of short chapters with headings like *'The person who doesn't make mistakes is unlikely to make anything'*, and *'Don't give a speech, put on a show'*.

Phaidon (ISBN 978-0-7148-4337-7)



Website - [Cartier Women's Initiative Awards](#)

In 2005, the World Economic Forum analysed women's educational, economic and political wellbeing around the world. The top seven countries for women were Denmark, Norway, Hungary, the Czech Republic, Estonia and Latvia. For 'economic opportunity', the UK came 41st.

The Forum concluded that 'no country in the world, no matter how advanced, has achieved true gender equality'.

To help address this imbalance, the Cartier Women's Initiative Awards was established to recognise women entrepreneurs around the world. Five female entrepreneurs, one per continent, each receive coaching support for a year, and a US\$20 000 grant. Applications are now open for 2009.

All best end of year wishes,

the **Enthum Team**



+44 (01273) 573878

[info@enthum.com](mailto:info@enthum.com)

[www.enthum.com](http://www.enthum.com)

[Forward this email to a friend](#)

Copyright (C) 2008 Enthum Coaching