

Welcome to [ASK] - Always Seeking Knowledge!

#14 - Wednesday, December 17, 2003

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1. Quick [ASK]

In researching new material over the last year or so, we have developed a replacement word for paradigm. That word is 'allegiance'. When we accept a certain way of doing things, we stake our allegiance to that way. We will doggedly maintain that allegiance until we are brave enough to change - to a new allegiance! We fight wars because of allegiance to our country. We will fight tooth and nail because of our allegiance to an old idea, even when a child can see that it is no longer a sound idea.

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2. Welcome

A couple of weeks ago Suzie and I enjoyed a concert in the 'Famous Speigeltent', at the Domain, Sydney. The performer was Merri May Gill. Many people know her parents, Rens and Merri, who now live in Moree, NSW after many previous years at Weilmoringle, not all that far from Bourke. Merri May is a great talent, and we sure hope she 'makes it'.

We seems to be surrounded by musical types these days. For about a year now we have been working on strategy with the principal of the rock band, *Gabriels Day*. It has been great fun. You won't have heard of this band yet. They don't want you to know about them. Yet! Their promotional campaign will start soon, and they hope to 'make it', as well. Time will tell. If they do, you heard it first, right here!

Interesting to see the innovative new wool products emerging from Pooginook. Gill Taylor recently advised me of a new company they have formed, Natural Instinct Wool www.naturalinstinctwool.com If you know of people who might like to utilise these products - such as clubs and associations etc, please give Gill a call on 02 6954 6145.

David and Joan Cook, Dandaragan, WA are seeking a stockman for their organic cattle operation. Noondel surrounds much of the town, and is a lovely property. There is a good house with the job, and schooling in Dandaragan and Moora. David and Joan made the leap to organic certification several years ago, and are direct marketing their organic beef. If you know of someone with both initiative and cattle competency, the Cook's are contactable on 08 9651 4022 (Ph/Fax) or by email at noondel@comswest.net.au

Some weeks ago I was given the following website address. If you are interested in the movement towards direct marketing of your clean/green meat products you might appreciate this site. *The Meatrix* might take a little time to load on slower phone lines, but it is very professional and worth the wait. Find it at www.themeatrix.com I believe more than 2.0m people have hit this site in a matter of weeks!

The trip to South Africa filled in a couple of days. If you missed out, you might still want to consider attending the Africa Holistic Management Conference, to be held at Vryburg, RSA on March 30 - April 1. Contact Suzie if you want more information sward@holisticresults.com.au

The longest day (or the shortest in the Northern hemisphere) is nearly upon us. The seasons move so fast. Christmas is coming, and for many people that means a break. Suzie and Jo Richards join me in wishing you all a wonderful break. Take time to smell the roses for a little while, enjoy the company of others, and begin the second half of this financial year with vigour. By the way, is your financial plan half achieved yet? I hope so. If not, check your monitoring as soon as you can.

To a prosperous 2004! To great relationships, and to an improving world!

Thankyou for your support this year.

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3. Allegiance, loyalty and change

As I write this Newsletter, I have been thinking about Wilbur and Orville Wright, who 100 years ago today, achieved something no other person had ever achieved - powered flight! Of course they were not the first to do something never done before, and the last such event hasn't happened yet, either.

What did the Wright Bros. have that other didn't? As far as I can tell, this is the story:

- The Wrights had a glider flying in 1900, which performed below expectation. The wing design was based on tables calculated by Otto Lilienthal. In 1901 they produced a new glider which was even less effective. In September of 1901 they briefly considered giving up.

However, Octave Chanute, a highly respected aeronautical scientist invited them to present a paper on their achievements to date, to an audience in Chicago. In preparing this paper, they came to accept that Lilienthal's data was flawed.

- They developed a wind tunnel, thought to be only the third ever constructed, and by January 1902 were producing credible scientific results. The work with the wind tunnel lasted nearly two years, and by then they understood the principal of an aerofoil (a wing), and had developed precision data on the combined effect of wind speed, wing shape, and chord on lift and drag. Without the Wright's wind tunnel work, flight would have been delayed perhaps many years.
- Technology had advanced sufficiently to give them a suitable engine
- They stuck at it
- In December 1903 they knew enough to design and construct a wing that was knowingly calculated to lift the weight of the aircraft and the pilot. On December 17, it flew. It was not an accident of history, but a deliberate development based on sound science.

Why the story? Well, I think we are still at the early stages of understanding human behaviours. Data I have seen recently suggests that more than 80% of world knowledge about brain function has been discovered in the last 8 years. The Wright Bros. developed perhaps 90% of aerofoil knowledge in 2 years.

Likewise, I think our knowledge of decision-making is still at an infant stage. Just as the Wright Bros. plane was the best at the time, holistic decision making is the best we have at the moment. However, the fact that people find it 'hard' to practice suggests there is room for improvement. Why is something so simple perceived as hard? When we crack that nut, there will be a quantum leap forward. We cannot allow difficulty to stop us now.

In researching new material over the last year or so, we have developed a replacement word for paradigm. That word is 'allegiance'. When we accept a certain way of doing things, we stake our allegiance to that way. We will doggedly maintain that allegiance until we are brave enough to change - to a new allegiance! We fight wars because of allegiance to our country. We will fight tooth and nail because of our allegiance to an old idea, even when a child can see that it is no longer a sound idea. All previous aeronautical engineers before (and for a while including) the Wright Bros. had allegiance to faulty data.

I suspect that Thomas Kuhn undersold us all when he coined the word paradigm. Allegiance is so much 'stronger'. Loyalty (to either a person or an idea) is one of the most potent of all human values. Disloyalty is a big and often impossible choice, so strongly held are people's allegiance. People will die rather than change. In this light, accepting that there are flaws inherent in conventional decision-making becomes a form of disloyalty, and challenging to our deepest values. Adopting change therefore becomes a bigger choice than mere logic would suggest.

Could loyalty to an existing allegiance be why some people find managing holistically 'hard'? I welcome your feedback, please to blward@holisticresults.com.au

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4. Update your Diary

Support Groups - can you let both ourselves and Ann Hodgens, editor of HDMA's 'Impact' know of your dates, so we can each let others know.

Scone support group February 18 at Elmswood, Gundy

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Coaching

For many years our business has been coaching people in holistic goal formation, wealth generation planning and biological planning. This service is provided by regular phone schedule, by email, or in person at your location.

Successful people use a coach to stay on track. Importantly, in difficult times coaching often provides the critical difference between clarity and debilitating confusion.

Without caring help, it is all too easy to deviate from where you want to be - to some place else. We act as a 'process coach', letting you focus on the outcome you require, taking away the worries people so often experience - such as, 'Am I doing this the right way?' Coaching is an important part of working on your business rather than all the time in the business.

Email blward@holisticresults.com.au to discuss your coaching time.

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5. Books and Materials you can use

"The River"

Patrice Newell

Patrice Newell grew up in Adelaide, and worked as TV presenter, and as a model, before heading to the bush some 18 years ago. The River is the story of the Pages river, in the Upper Hunter of NSW. It is a deeply researched and beautifully crafted story of a river just 80kms long, and the changes that have - and are occurring - within the river, and to the communities it supports. It is a microcosm of Australia.

She says, " The Yangtze has a greater flow in a moment than the Pages has in years. The Danube matters to the people of many countries. Nations will go to war over the Mekong, as they will over the Euphrates, but I am swept up in the politics and plight of a river whose likely disappearance will probably pass without notice. You can't even row a boat down the Pages."

Published by Penguin

ISBN 0-14-300092-6

By the way:

You can get these books from The Book Connection in Dubbo, NSW

Ph: 02 6882 3311 Fax: 02 6882 3311 or email

orders@bookconnection.com.au

(Also ask them about their Mail Order Catalogue - it is terrific)

or

Scorpio Books in Christchurch, NZ

Ph: 03 379 2882 Fax: 03 379 2886 or email scorpbk@ihug.co.nz

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6. Quotes that mean something

"Do not wait for leaders. Do it alone, person to person."

-- Mother Teresa

"The best way to have a good idea is to have lots of ideas."

-- Linus Pauling

"Maintaining a complicated life is a great way to avoid changing it."

-- Elaine St. James

"What you are afraid to do is a clear indicator of the next thing you need to do."

--unknown

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7. Joke

A minister parked his car in a no-parking zone in a large city because he was short of time and couldn't find a space with a meter. Then he put a note under the windshield wiper that read: "I have circled the block 10 times. If I don't park here, I'll miss my appointment. FORGIVE US OUR TRESPASSES."

When he returned, he found a citation from a police officer along with this note. "I've circled this block for 10 years. If I don't give you a ticket, I'll lose my job. LEAD US NOT INTO TEMPTATION."

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Regards

Bruce Ward