



Accelerating Value Creation

<https://cultureqs.com>

Cultivating a Healthy Company

Healthy Performance with Healthy People

**A COMPACT CUSTOMISABLE KICK-START PROGRAM
FOR SMALL BUSINESSES**

Presented by ERIC LYNN
Author of *Dancing with Change*
Founder of *cultureQs*[®]

Why wouldn't you ... Cultivate a Healthy Company?

Personally, I cannot think of a single good reason.

Nevertheless, searching for a Healthy Company is like searching for the proverbial needle in a haystack. It's in there ... somewhere. Perhaps there's more than one. Healthy Companies are rare. We need more. The good news? You can decide to become one. In doing so, everyone will reap the rewards.

As a young company you have a unique opportunity to shape your entity in any way you choose. Fundamentally, the quality of our relationships determines the quality of our lives ... lives which extend far beyond the workplace. You'll also discover that cultivating a human-centric company is good business. This program provides you with a framework.

No company can thrive without health. It can exist; it can certainly make a profit. Very many do. Existence is not thriving. While profit is essential for any company, alone it is not an indicator of health.

The Covid pandemic is exposing and amplifying the systemic problems in all societies. Tired old mantras continue to promote "change management", the need for "agility", efforts to achieve "resilience". Such ill-conceived and poorly understood management buzzwords describe so-called 'solutions' that rarely deliver what they promise. Indeed, initiatives with such a binary focus may result in additional harm to the company's health, failing to address the root causes of its problems. They overlook the relational, holistic, systemic nature of life in organisations.

*We need to Question our narratives about the purpose and design of our companies.
Indeed, it is essential that we change the way we design our companies;
the way we develop our companies ... the way we work with our fellow Human BEings.*

We need a human-centred holistic approach to business.

Company Health is a holistic phenomenon.

In this program, I share experiences of supporting organisations that came to life by promoting human connection while focusing on their business challenges. In doing so, people recognise their interdependence, enjoy cooperating, and ensure that they all thrive and realise genuine value.

This brochure outlines the six online program modules of 90 minutes each, delivered to small groups in English or German. Sessions are highly interactive and practical. When conditions again permit, 2 and 3-day off-site programs and retreats will be available.

The brochure also contains a link to my book *Dancing with Change*, in which these ideas are presented.

You'd like to know more? Let's talk: info@cultureQs.com.

*Your company is a
community in which people
work.*

*If an organisation is not
consciously trying to
thrive, why does it even
exist?*

Ultimately, all organisations are communities in which people work.

Herb Kelleher, founder of Southwest Airlines long ago recognised that *“The business of business is people – yesterday, today and forever.”*

As a small business owner, the success of your company is personal. The responsibility for cultivating an environment to enable success is, therefore, also personal.

This work entails explicit recognition of the damaging impact of outdated ways of thinking and behaving that, still today, are the norm. In addition, we need to understand the dangers of applying ‘off-the-shelf’ solutions in the form of pre-conceived management models; recognise that traditional leadership styles no longer work; and expose the widespread misleading myths about change and behaviour in organisations.

Your company is unique.

Your company health requires continuous cultivation, by your people ... all your people.

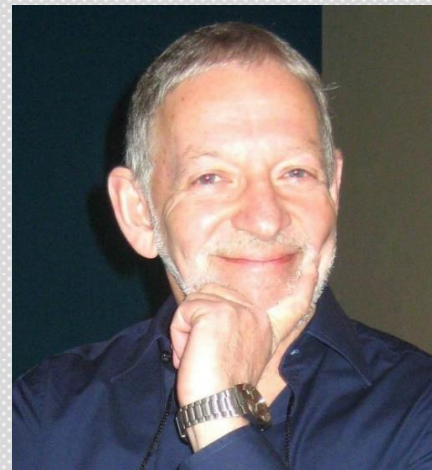
We support you in designing and developing your company based on the significance of quality relationships.

The practical framework for cultivating the healthy environment Human BEings desire, outlined in my book, is reflected in the approach you experience during this program.

Especially at board level and among the senior management, awareness of the need to Cultivate and Maintain Company Health is crucial.

CULTIVATING A HEALTHY COMPANY AN INTERACTIVE PROGRAM

In a series of six compact ninety-minute modules, I will outline the core principles of cultivating a healthy company. In each session, an initial short introduction will be followed by highly interactive dialogues focused on the practical application of insights highlighted in my book *“Dancing with Change: Cultivating Healthy Organisations”*. My work is founded on more than 30 years’ experience as a facilitator and executive coach working on four continents, with a wide range of clients across many sectors, as well as being the founder and owner of two small companies.



PROGRAM MODULES

1. **The Irrefutable Business Case for Corporate Health**
2. **Corporate Culture: How Your Company Comes Alive**
3. **Fundamental Interdependent Characteristics of Corporate Health**
4. **Learning from Nature: From Control to ... Cultivating a Healthy Company**
5. **Leadership Matters**
6. **A Practical Framework for Cultivating and Maintaining a Healthy Company**

The relational nature of organisation life determines that there is no separation between these core themes. That all are interwoven will quickly become clear.

Consider the sessions as an invitation ... individually and together ... to engage with Questions and perspectives that may well challenge some of your ideas about the nature of corporations and corporate life. The potential added value of insights gained while participating in an open forum with one's colleagues is unlimited.

MODULE 1:

The Irrefutable Business Case for Corporate Health

In this session, you will be challenged to reflect upon a number of health-related questions as they affect you and your company's potential. In addition, we will consider the role and responsibilities of leaders in creating an environment that enables the company to thrive. Personal motivation, being true to oneself, and human dignity lie at the core of such an environment.

Who am I without my health? What are we without our health? If a company is not consciously trying to thrive, why does it even exist? Every single company, everywhere, is functioning below its potential. The reasons are manifold, yet primary among them is the widespread lack of understanding of the holistic nature of health and how it directly and indirectly impacts everything from quality to business results. A narrow perspective on a few selected KPIs is actually detrimental to individual and corporate health, creating invisible costs that inevitably prevent you from thriving.

As this is the first session of the series, we will begin by providing orientation on why cultivating a healthy company is such an essential aspect of long-term success, as well as agreeing some working principles to enable all participants to access and benefit from the potential of learning with and from everyone in the group.

MODULE 2:

Corporate Culture: How your Company comes Alive

In this session, we will look at how historical patterns, both individual and collective, as well as deeply embedded roots, underlie the behaviour we observe in companies. We will learn how to consciously experience the dynamic nature of culture, enabling us to change its patterns by cultivating and nurturing a healthy environment.

The notion of culture, like change is widely misunderstood, frequently misrepresented as if it were a piece of software that can be manipulated to achieve some pre-determined desired outcomes. Beware! Working in accordance with this perspective of culture will damage your company's health. Culture is a far more complex phenomenon. It is the culture of your company that determines how it comes alive, how people interact with one another and external partners, how decisions are made, how leadership and management functions, and much more. Culture is so significant to life that we can say, it is the soul of your company.

Module 3:

Fundamental Interdependent Characteristics of Corporate Health

This session will examine the relationships between ethics, psychological well-being, quality relationships, environmental awareness among others, and how they affect the economic health of your company.

What constitutes a healthy company?

To answer this Question, we will take a look at the 13 core characteristics and how they are intricately intertwined with one another. Corporate health is a holistic phenomenon. Why? Because a company is a living social system ... alive. It is a living system among other living systems with which it is inextricably interrelated. We can only Cultivate a Healthy Company by considering and working with it as one whole entity. The fundamental Question for any company to ask itself is therefore: "What do we want our company to ... BE?" The challenge is far more complex than it may appear initially.

MODULE 4:

Learning from Nature: From Control to ... Cultivating a Healthy Company

In this session, we will begin by presenting Nature's Dance, the dance of change, the dance of life. We will then access our personal experience to clarify the limitations of conventional ideas about understanding and knowledge ... ideas which misrepresent corporations, and the people within them, as machines to be manipulated and controlled according to the whims of its owners. The use of coercive power to exercise control is, of course, possible. Indeed, it is widespread. The result? – Exceedingly unhealthy companies that frequently lack the fundamentals of humanity. Our focus here is Cultivating Healthy Companies.

The natural world continuously demonstrates how change pervades every aspect of our lives. We human beings are nature. The metaphor of nature gifts us a ready-made compass to provide orientation for intentionally designing companies healthily. Nature cultivates, naturally recognising its living interdependencies. "We are in control", is one of the most widespread delusions of modern corporate management practice. Control is desirable, indeed necessary for machines. It is, however, neither appropriate for 21st century democratic societies nor can it be considered in any way healthy. By reverting to fundamental human needs, we open a space for the individual and group potential in all companies to flourish.

MODULE 5:

Leadership Matters

Every company has nominal leaders – people formally appointed, perhaps self-appointed, to a role that charges them with responsibility for the corporation’s actions and results, as well as for ensuring they operate within the legal framework of the country in which their entity is registered and located. Of course, all companies need leadership, but not necessarily the kind that is commonly understood as such. Healthy corporations require collective leadership. What this means in practice is one of the challenges actively examined in this session.

Leadership is an omnipresent topic in corporate life. Yet how many leaders lead their companies consciously, according to a philosophy aligned with their values? And what does leadership actually mean in the first place? Others ask, “Do we need leaders?” I ask, “What kind of leadership is appropriate for a healthy company ... specifically ... your company?”

MODULE 6:

A Practical Framework for Cultivating and Maintaining a Healthy Company

This session will present the framework for Cultivating a Healthy Company and examine how we can bring it to life. We will also consider the challenges you are likely to face in doing so. Challenges include: How do we maintain integrity and dignity in an unhealthy world that is continuously pulling at our personal boundaries? How do we remain centred? How can we actively work to strengthen relationships, which themselves strengthen the healthy patterns and healthy roots of the company? Everybody matters. There are many more.

Without implementation, a good idea remains ... a good idea. The Question, “How can we Cultivate a Healthy Company?” is all about the work. It is the work of adding value. What do we understand by value? For whom? How do we assess value and value-added? So much of true value cannot be meaningfully measured. So much that can be measured can only be done so indirectly. Direct cause-effect chains rarely exist in living organisms.

The work of cultivation is never ending. It is neither a project nor a process. Cultivation is life, and health requires nourishment. Especially in a world that is currently fundamentally unhealthy, challenges to ethical boundaries, environmental health, psychological health, and economic health permeate life. A variety of interests not necessarily aligned with the principles of remaining healthy will pull leaders and employees in different directions simultaneously. The fundamental question remains, “*What do we want our company to ... BE?*”

We highly recommend a compact format for this online program, spread over either 2 weeks (2 x 3 sessions per week); or 3 weeks (3 x 2 sessions per week).

When conditions again permit, 2 and 3-day off-site programs and retreats will be available.

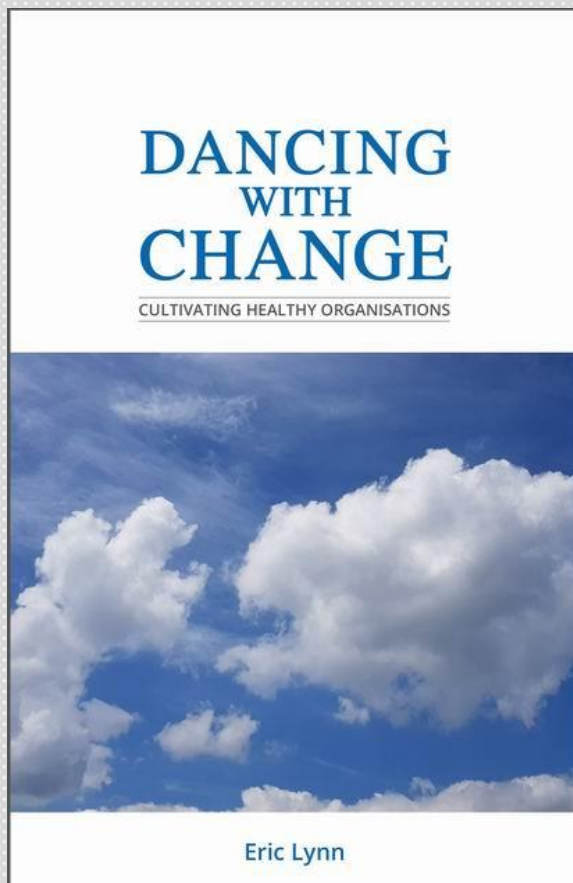
Following-up

We are happy to provide follow-up coaching, consulting and development support as needed.

INVESTMENT

FURTHER DETAILS AND ENQUIRIES

Please email me to arrange an initial obligation free conversation to clarify your Questions about the program, and discover how we could customise it to meet your specific needs: info@cultureQs.com.



Dancing with Change: Cultivating Healthy Organisations was published in September 2020. [Further information](#)

It is also available on [Amazon](#).