

Transformation and Communication

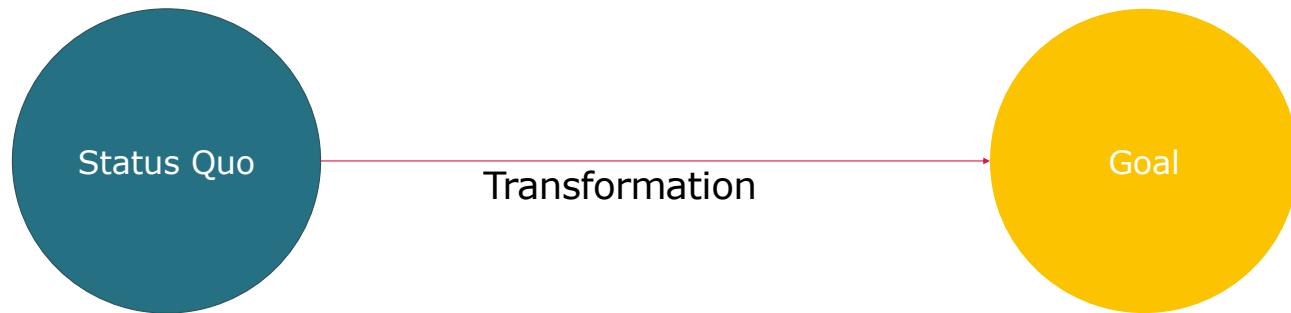
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Transformation

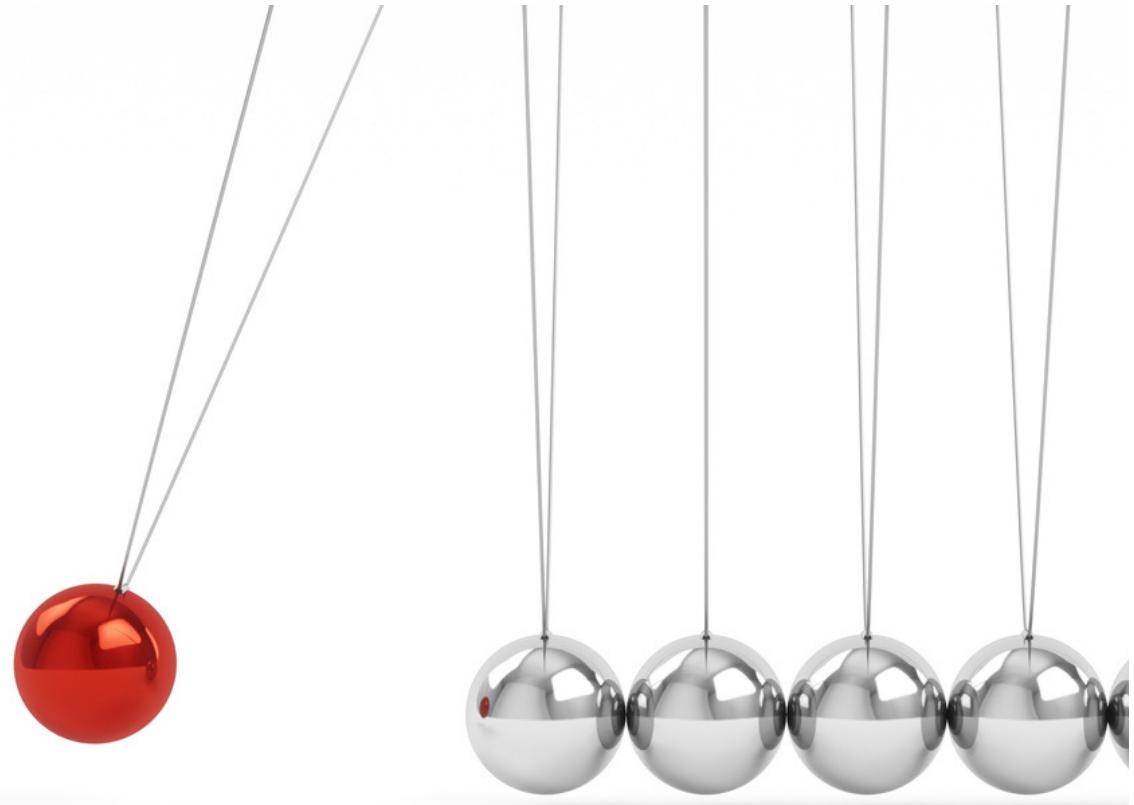
Definition

- Transformation is a continuous process in which changes occur at various levels.
- It can take place both consciously and unconsciously and is an integral part of our lives.

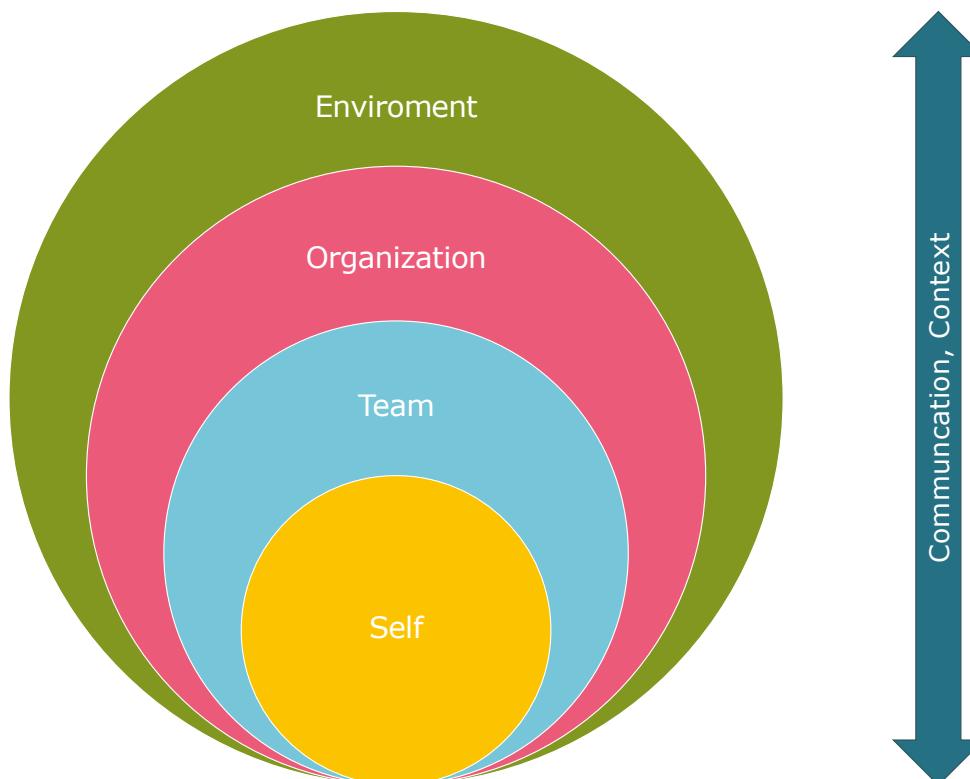


Transformation and Context

- Every step is a decision
 - Our choices shape the course of our lives and our projects.
- Each decision has an impact
 - On ourselves, and on others around us.
- Positive or negative influence
 - The impact can either facilitate or obstruct transformation.
- Cascading effect
 - Our decisions lead to decisions from others, creating a chain of impact
- Every decision is a transformation



Levels of Transformation: From Self to Environment



Transformation and Communication

- Perception of Positivity or Negativity
 - Communication plays a crucial role in how a decision is perceived.

Pressure through «MUST»

Being told "you must" or "you have to" can create resistance or blockages.

Invitation and Inspiration

Inviting or inspiring language can make the transformation more palatable and motivating.

Goals of the lecture

01

Develop a profound understanding of the various levels of transformation (personal, within a team, and within an organization).

02

Recognize how emotions and values influence our decision-making processes and, consequently, our transformation.

03

Understand the importance of effective communication for successful transformations.



Personal Transformation

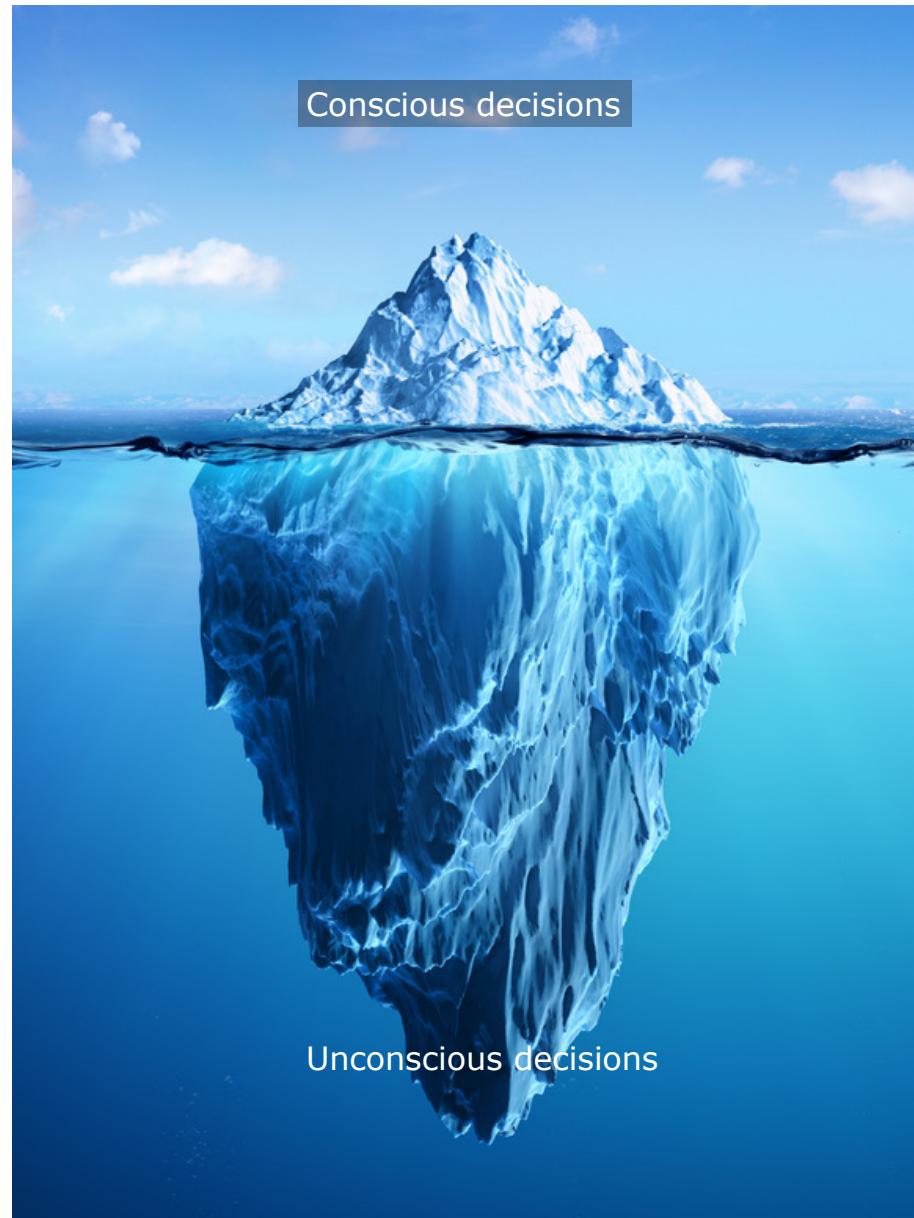
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The Iceberg of Decision-Making

- 20,000 Decisions Per Day
 - An average person makes about 20,000 decisions every day.
- The Unconscious Mind
 - Roughly 75% - 95% of these decisions are made unconsciously.
- Role of Habits
 - In these unconscious decisions, we often rely on ingrained habits.
- Morning Routine Example
 - Consider what you typically do when you wake up.
 - How often do you change it?



The Price of Emotion

Would you be willing to pay a thousand times more for a product than it's actually worth?

Would you be willing to pay a thousand times more for a product than it's actually worth?



Result Mentimeter

Our Everyday Product - Water



Drinking Water

Comes from the Alps

Costs with wastewater fee: 0.12 CHF per liter.



Valser Mineralwasser

VALSER - From a Reliable Source

St. Peter Spring - VALSER Sparkling and Calcium + Magnesium

Taking responsibility means overcoming barriers. At VALSER, we have chosen to forge new paths into the future - a future of limitless possibilities.

Price: 0.80 CHF/l
Price increase factor: 6.000



Bling H2O

«ES IST NICHT JEDERMANNS SACHE ...
NUR DIEJENIGEN, DIE GLITZERN»

Available only to handpicked partners worldwide.

Bottle elevated by the glass and Swarovski stones. Cork closure.

For individuals who want to make a statement with their bottles on the Hollywood set

Price: 90 CHF/l
Price increase factor: 75.000



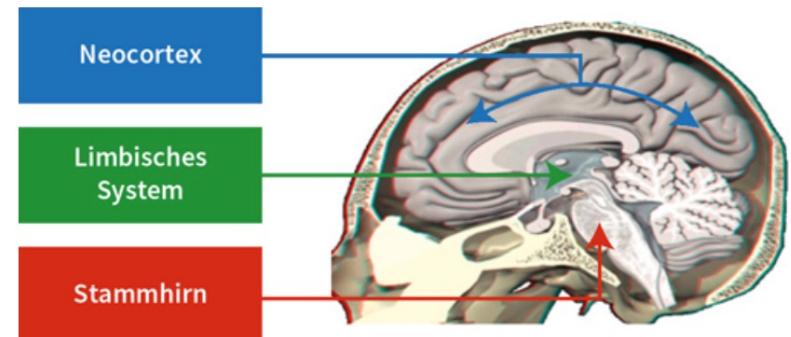
TODO: Reflection

Have you ever purchased a product where you knew it wasn't worth the price, but the brand or marketing convinced you otherwise?



Emotions and Evaluation

- Old Belief until 1990:
 - We are rational, reasonable beings.
 - Emotions are disruptive and have no influence on our decisions; we decide consciously.
 - Then Bling H2O shouldn't be selling...
- Current Research Findings:
 - All stimuli are "evaluated" by the Limbic System based on the emotions they evoke in us.
 - 20,000 decisions per day.
 - 80% unconscious.
 - 20% conscious, but based on "evaluated" information.

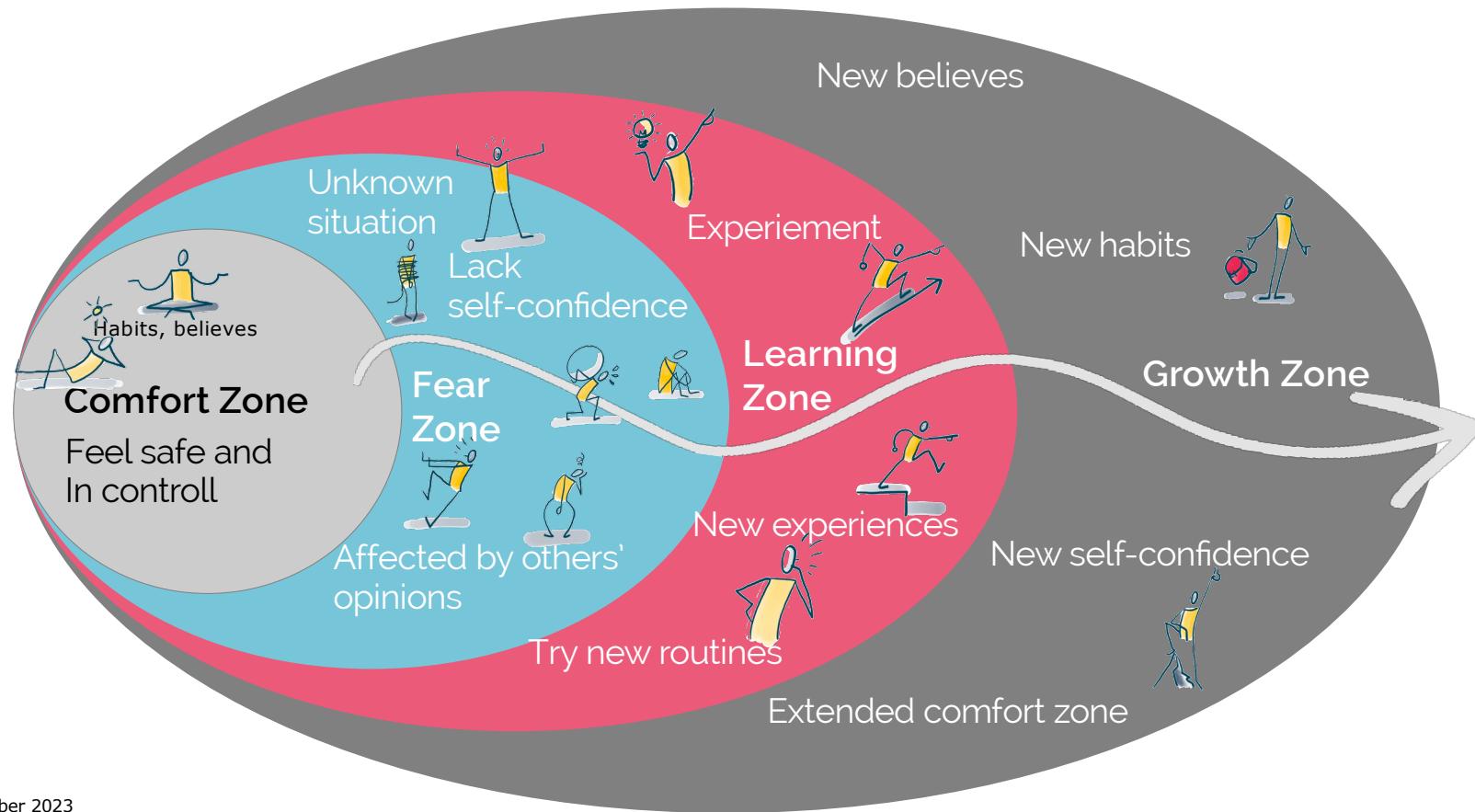


TODO: Reflection

- Recall a moment when you tried something for the first time.
- How did you feel before taking the step?
- What happened as a result?
- How do you feel now, having experienced it?
- What motivated you to try it in the first place?



Comfort Zone



What Do You Need to Expand Your Comfort Zone?

- **We need: An anchor of courage, hope, and spirit.**
- **A vision provides direction**
 - pulling us forward towards our greater selves.
- **Acts as a compass**
 - when navigating decisions, especially those that take us out of our comfort zone
- **Empowers us**
 - to align our actions with our higher purpose
- It is not just about a goal; it's about who we become in the process of striving for that goal



Crafting Your Vision

Definition:

A vision is a vivid, aspirational image of the future you want to create. It's a guiding light that propels you forward.

Why it matters:

A compelling vision can help you step out of your comfort zone by giving you something bigger to strive for.

Components:

- Clear and specific
- Future-focused
- Aligns with your values
- Inspires and energizes you



TODO:

- Take 5 minutes to craft your vision for your project. This will be your guiding light as you work towards your goals.
1. Think about your project.
 2. Write down what success looks like in the most ideal scenario.
 3. Now, translate that into a 1-2 sentence vision statement.



I Have My Vision. Now What?

- **Acknowledge the Discomfort**
 - Understand that stepping out of your comfort zone will naturally induce fear and uncertainty.
- **Lean on Your Vision**
 - If you feel yourself hesitating, revisit your vision. It should be compelling enough to motivate you to take risks and try new things.
- **Self-Reflection**
 - Continuously assess your progress. What steps have you taken? What have you learned? What adjustments do you need to make?
- **Be Mindful**
 - Practice mindfulness to become more aware of your emotional triggers and responses. This awareness can help you make more conscious choices.
- **Iterate and Adapt**
 - Your vision isn't static. It can evolve as you grow and gain more experience.
Don't be afraid to refine it as you move forward.

My Advice for Expanding Your Comfort Zone

- For every task or project you're involved in, make sure you understand why you want to pursue it.
 - When faced with decisions that could lead you out of your comfort zone, remember your own vision or goal.
 - Keeping your vision in mind makes it much easier to take that step out of your comfort zone.
-
- When to Reconsider the Task at Hand?
 - If you find it hard to align your vision or goals with a given task or project...
 - It might be worth discussing this with the person who assigned you the task.
 - Perhaps they see something you don't, or maybe the task is indeed not a good fit for you.
 - Open communication can often provide new perspectives and could even lead to a task more aligned with your interests and skills.

Team Transformation

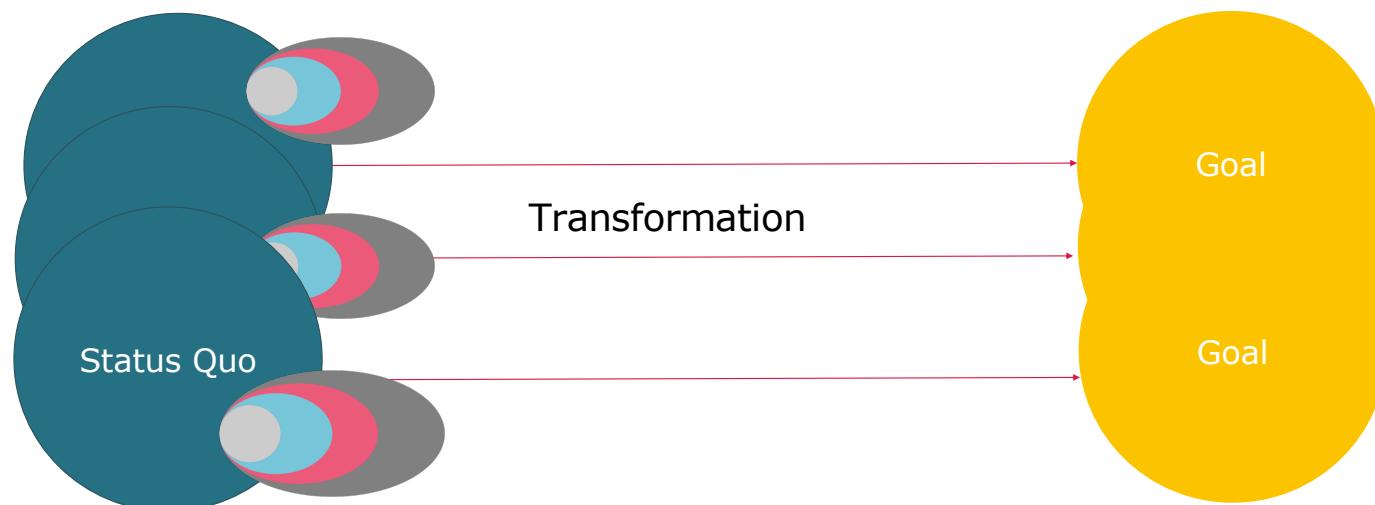
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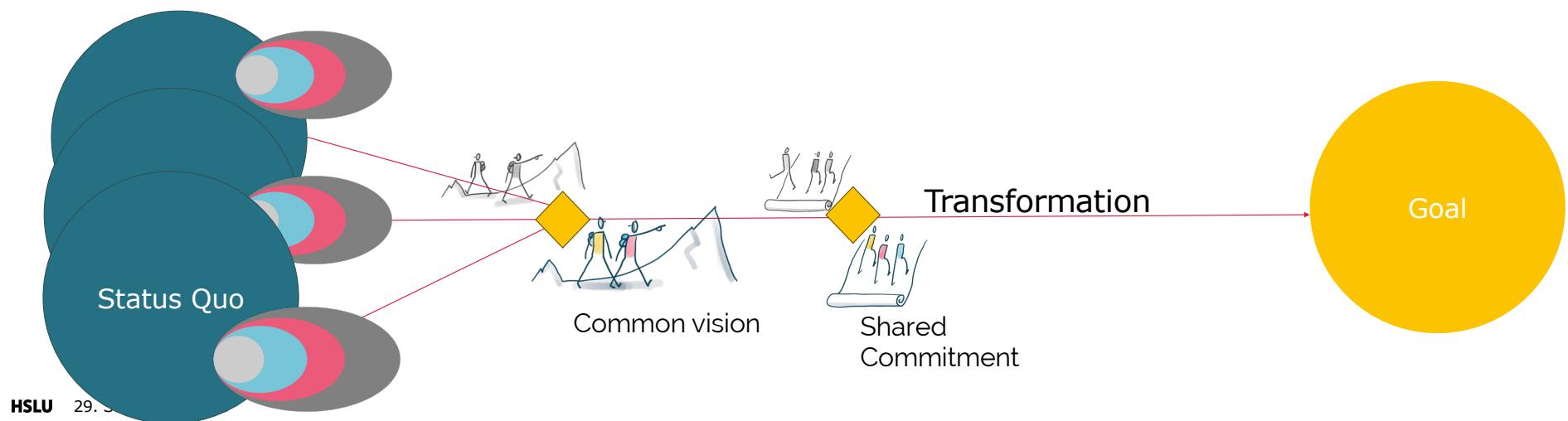
The Dynamics of Comfort Zones in the Team

- Individuals with different comfort zones and motivations and goals
- When the team goal is unclear, everyone pursues their own goal.
- The result: conflicts, inefficiency, and frustration.



A Common Goal: The Key to Team Transformation

- The Magnet Effect
- Minimizing Conflict Potential
- Better Decision-Making and Support
- Mutual Learning and Support



Creating a common Vision



Brainstorming Session



Prioritization



Formulation of the Vision



Feedback and Revision



Commitment



Regular Review/Lessons Learned

Other Tools:

Purpose Turnier

<https://9spaces.de/tools/purpose-turnier>

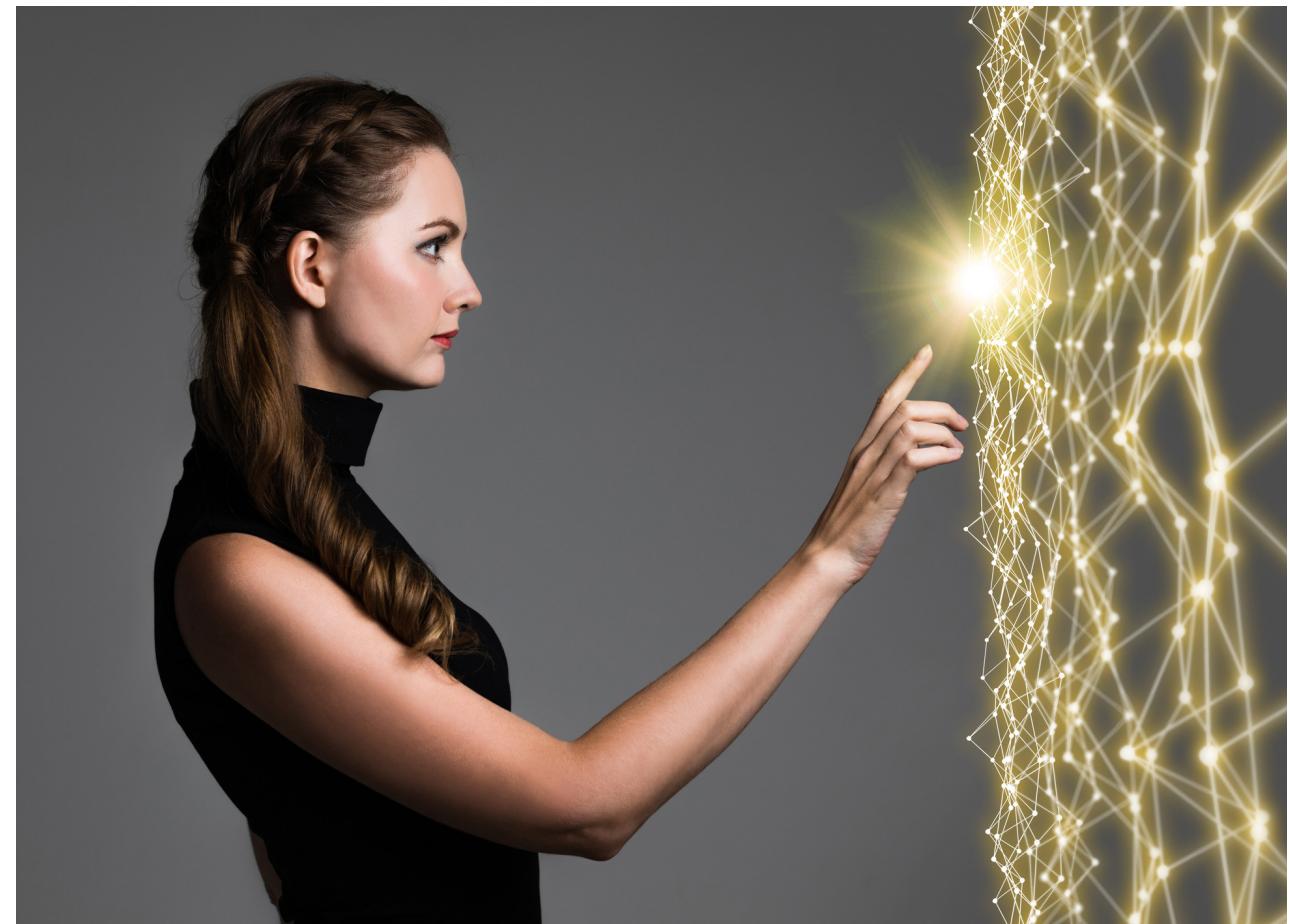
Lean Canvas / Business Model Canvas

<https://www.projektmagazin.de/glossarterm/lean-canvas>

Organisational Transformation

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Organizational Transformation

- Every project impacts and is influenced by a multitude of individuals.
 - Like customers, suppliers, employees in other departments, management, or even society as a whole.
- A successful project takes these stakeholders into account in its planning, execution, and communication



Stakeholder Management

- **Stakeholders**
 - Individuals or groups who are directly or indirectly affected by the project's outcomes
 - **Stakeholder management**
 - Understanding and managing stakeholder relationships
 - Helps minimize risks and increase project acceptance
- > Identify your stakeholders early and understand their needs and expectations to involve them in project planning.



Steps of stakeholder management

1. Stakeholder Identification
2. Analysis and Prioritization
3. Understanding Needs and Expectations
4. Use Personas if necessary
5. Creating a Communication Plan
6. Relationship Management
7. Feedback and Adaptation (Lessons Learned)



The Use of Personas in Stakeholder Management

- **Personas**
 - Fictional characters representing real stakeholders.
- **Why Personas?**
 - To better understand needs and expectations and to develop targeted communication strategies
- **When to Use Personas?**
 - Especially with «challenging» stakeholders or when the stakeholder group is very heterogeneous.
- **How to Create a Persona?**
 - Collecting data, identifying commonalities and differences, and creating a profile.
 - Consider which stakeholders would benefit from the use of personas and create them to refine your communication plan.

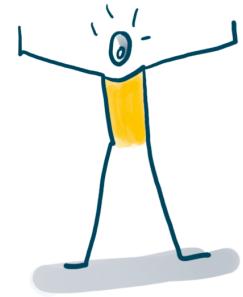
Karsten



Age: 34
Marital Status: Single
Job: Marketing manager
Motto: We can't change the wind, but we can adjust the sails.
Values: Professionalism, Structuredness, Clarity, Security, Achievement

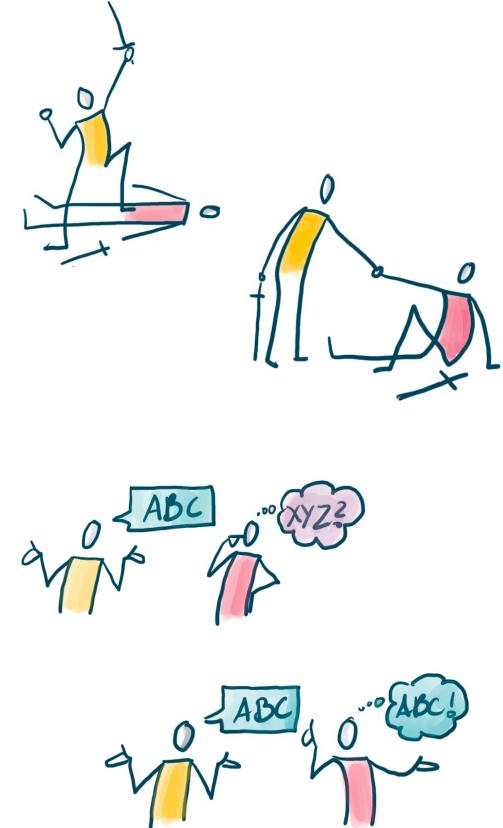
Recognizing and Addressing Conflicts

Negative emotions can be an indicator that someone is in their comfort zone and feeling uncomfortable.



Addressing Conflicts

- **Keep Calm**
 - Before reacting, it's important to stay calm. Emotionality can often escalate the situation.
- **Leaving Comfort Zones**
 - Before guiding someone else out of their comfort zone, examine whether you are ready to leave your own comfort zone. This requires self-awareness and the ability to control your own emotions and reactions.
 - Through active listening, we can support each other in stepping out of our respective comfort zones without creating fear or resistance.



Active listening

A communication technique where the listener is fully focused on the speaker to truly understand their needs and concerns.

Why is it important?

Enables gaining deeper insights into the comfort zones, fears, and needs of stakeholders.

Avoid interruptions, ask clarifying questions, and demonstrate through body language and feedback that you are listening.

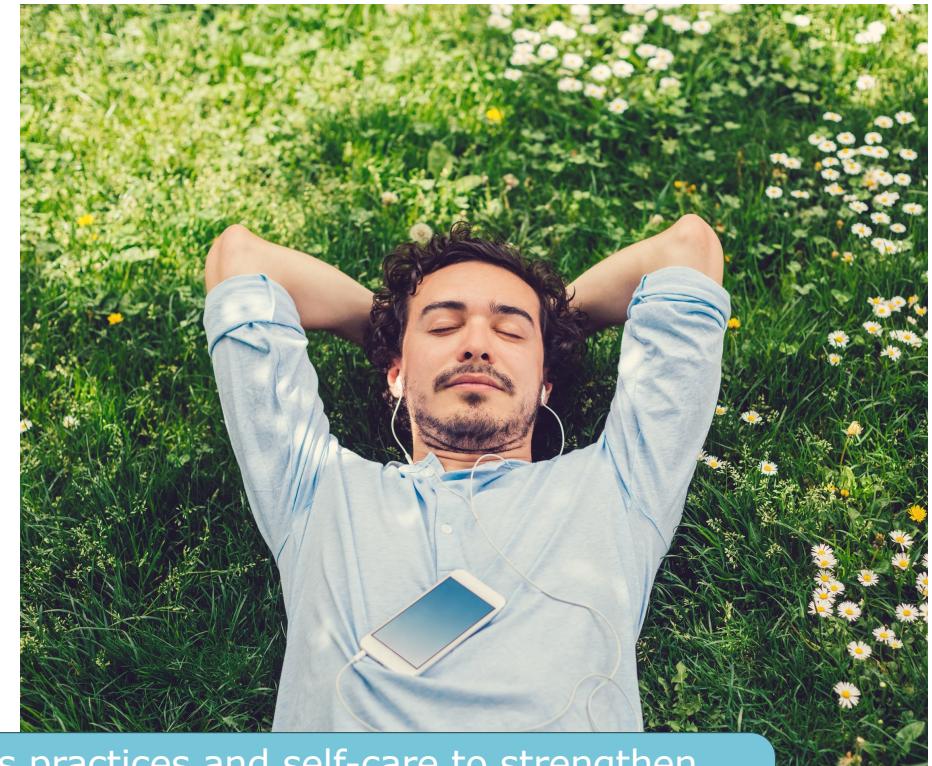
Outcome

Better relationships with stakeholders, more effective communication, and a higher likelihood of project success.



Mindfulness and Self-Care in Project and Stakeholder Management

- **Self-Awareness:**
 - Allows you to recognize and manage your own emotional state.
- **Stress Management:**
 - Techniques like deep breathing, breaks, and targeted relaxation exercises can help reduce stress levels.
- **Impact on Communication:**
 - A relaxed and mindful state enhances the ability to actively listen and communicate empathetically.
- **Relationship with Others:**
 - Through better self-awareness and self-management, you can also improve relationships with stakeholders and team members.



Take the time for mindfulness practices and self-care to strengthen not only yourselves but also your project and your relationships with others

More Information or templates needed?



Thanks!

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