



ARTISTIC MANAGEMENT

Background

ARTISITIC MANAGEMENT BACKGROUND

1. What is Artistic Management?

Artistic Management enables individuals to create powerful results by enabling them to use more of their mind, effectively and powerfully. It involves understanding the mechanism of the mind; and using that understanding to create effective results. Through a series of explorative sessions, the participants understand the mechanism behind how the mind:

- generates ideas,
- creates solutions,
- resolves problems,
- communicates with others, etc.

They are then trained on using these learnings to evoke better performance from one's own mind.

The participants would gain the ability to respond to situations with great control, power and self-assurance.

2. My Mind vs Your Mind

It may not be very obvious, but we all experience that, in average situations, dealing with one's own mind is as difficult as dealing with others' minds. Except that our mind may seem to own a real-estate and reside within our physical bodies and hence we get to hear all the "noise" it produces, we do not have any more priveleged access to its positive aspects than we have to anybody else's mind.

We cannot generate ideas at will, we cannot feel a feeling at will, we cannot think a specific thought at will and most importantly, we cannot stop thinking a thought at will.

In the Artistic Management workshop, the participants learn specific techniques to "steer the mind into generating specific responses". They gain the skill to present the mind with the right kind of inputs in order to generate the desired outputs.

Just like once you learn to steer a car, you could steer other people's car with equal ease – once you learn to steer your own mind with conscious skill, you will be able to steer other people's mind with ease and you would realize that dealing with other people's mind is as easy as dealing with one's own mind.

It's all about learning to "trigger" the right response from oneself or from others.

3. The Mechanism of Mind

Modern science regards brain/mind as a self-organizing mechanism. The mind takes in inputs from its surroundings and generates a response automatically.

ARTISITIC MANAGEMENT BACKGROUND

Like any other mechanism, an intended response can be generated by regulating the inputs provided to it. Just like a car can only be controlled by using the right buttons and the wheel, the responses from the mind can be controlled by using the right inputs in the right format.

4. How We Use Language Ineffectively

Could you make yourself laugh by telling yourself: "Laugh"?

You could try any managerial style – polite ("Please Laugh"), motivational ("Let's have a great laugh today"), intimidating ("Laugh or else ...") ...

No matter what you try, you cannot make yourself laugh by telling yourself to laugh.

Could you make anybody else laugh by asking them: "Laugh" in any of the styles?

Maybe the other person may oblige and pretend to laugh, which will be weird laughter, but a genuine laughter, either in oneself or others, can never be created by telling them to do so. It can only be "triggered" by the appropriate stimulus (e.g. jokes, witty remark, etc).

Think about creating more complicated responses by telling them to do so – "Be Passionate", "Be Committed", "Be Disciplined", "Be Motivated", "Be Ruthless", "Be Creative", "Be Convinced". Sometimes, we also try to make others "Be Genuinely Convinced".

5. The Right Use of Language

Have you ever been in control of a person's emotions?

Tell them a really funny joke in the most explicit manner and you can get them laughing wild.
Tell them a real touching story about your childhood, and you can get them feel great compassion.

Why, then, do we struggle so much in getting people to do the most reasonable things for us?

The appropriate use of language is not to get things done by telling others to do it, but to "trigger" the desired response by providing the right stimulus.

Don't request/plead/motivate/command/intimidate them to laugh – tell them a joke.

Could an appropriate language stimulus generate a response of passion or commitment to work?

Could an appropriate language stimulus generate a response of new ideas?

ARTISITIC MANAGEMENT BACKGROUND

Could an appropriate language stimulus generate a response of agreeing to a certain point of view (a price point, a delivery schedule, giving more business)?

By using techniques like From-Control, Powerful Questions, Creative Ambiguity, etc., you could learn to use language as a powerful tool to “make things happen” - naturally.

6. Creative Tension

Nature abhors vacuum. So does the mind. Whenever the mind encounters a blank, it immediately tries to fill it up. Much of creativity involves the art of presenting the mind with the right kind of “gaps”, which the mind would rush to fill. The gaps could be in the form of “right questions” or many other possible forms.

How do we see a 3-dimensional world?

Each of the two eyes creates an independent image of any object that we see. These images are formed on the retina and are separated by a few centimeters. When the brain perceives these two images, it resolves the two images into a 3-dimensional world.

How the brain does it may never be known. It is in the nature of the brain to do so. The brain cannot leave these two images “unresolved”.

When the mind perceives two ideas with a mild separation, it tries to bridge the gap between them. The presence of two separate ideas is called a “cognitive dissonance”. The mind hates being in cognitive dissonance, and would rush to find a bridge between the two ideas and “resolve them”.

This is in sharp contrast to the common perspectives on problem-solving, where a person believes he is responsible to “think and think till he gets a solution”. Such moves, counter-productively, produce unnecessary stress and most often, makes the real solutions more elusive. Most often, the solutions obtained this way are just minor modifications of the ideas/solutions already known.

When you can skillfully create a “Creative Tension” for your own mind, you will be able to create a “Creative Tension” for others as well. This would be an extremely powerful tool for interacting with others – you could use it to help others generate new ideas and solve problems, get them to agree with you, create a desired behavior, etc.

All it would take while interacting with others would be to present them with the appropriate “Creative Tension”. The others would regard the solutions generated in this manner “as their own” and will show very little resistance to embracing it.

You could learn to take complete charge of your professional life with Artistic Management.

7. Problem-Solving, Innovation and Idea Generation – Power of Asking Right Questions

No two people look at a certain situation and ask the same questions. The possibility of a person reaching an effective solution to a situation depends on the “Quality” of questions the person is asking about the situation.

If I were kidnapped and had 60 minutes to live, I would spend 50 minutes asking good questions about my situation. Once I have found the right question about my situation, I would find the solution to my situation instantly - Albert Einstein

What is a good question?

A good question provides constructive solutions or provides opening for further constructive questions.

e.g. It may be normal for a person to be in the above mentioned kidnapped state and ask questions “Why did they kidnap me?”, “Why should I be punished for somebody else’s fault?”, “Why couldn’t I be more careful?” – i.e., questions which only reiterate the problem.

Constructive questions are those which would be more on the lines of “How can I get out of here safely?” Or for a more ambitious person “How could I get these goons get caught by the law?”

The exact language, wording and emotion behind a question determine what a person is able to accomplish in a situation.

Unfortunately, most of this questioning happen unconsciously and are a total blind-spot for us. However, you could be assured of one thing – if we are not able to find a powerful solution to a situation, you could be sure that you are battling with powerless questions.

Role of Questions

The examples shown below present few of the many important roles questions play in a problem-solving process.

7.1 Questions determine your emotional reaction to a situation.

You could look at a situation of people showing being unprepared for meetings and ask yourself – “Why are people so irresponsible? Why is everybody out for easy money?”

OR you could ask – “How could I make sure that this person is fully prepared for this meeting well in advance?”

ARTISITIC MANAGEMENT BACKGROUND

The first question shows powerlessness and a “victim” attitude. The second question shows a powerful, responsible approach to a situation and if persisted with, will help you come up with a definite process to ensure that nobody shows up for a meeting unprepared ever again.

7.2 Questions determine the direction of the thought-process

Whenever we ask our (or somebody else’s) mind a certain question, the mind responds to it. No question gets unanswered.

Thus, questions set a direction for the mind to roll-out its thinking process. If we look in the wrong direction, even the sharpest vision will not help us find the solution. Similarly, if we are asking wrong, powerless questions, it will not give us effective, powerful solutions with the best possible information and intelligence available to us.

7.3 Questions set the tone for the point being negotiated

Every conversation is a negotiation for something. By varying the questions being asked, we can control the point being negotiated in the conversation.

What is the point-of-negotiation in the following two questions?

Can we meet up sometime to discuss this?

Can we meet up on Tuesday, 3 PM to discuss this?

In the first question, the point of negotiation is whether we should meet up at all. In the second question, the meeting is already taken for granted, and if the client shows any objection to it, it is very easy to keep the point-of-negotiation centred on the date/time of the meeting. If not Tuesday 3 PM, it may be Friday 2 PM, but in the client’s subconscious; the possibility of the meeting is already confirmed. Only the date/time needs to be negotiated.

Asking right, powerful questions to oneself or to others is the single-most-powerful tool for creating effective solutions, bright ideas, powerful communication, favourable negotiation, etc.

The biggest achievement of Artistic Management is its effectiveness in training the participants to ask the right, powerful questions.

ARTISITIC MANAGEMENT BACKGROUND

The above examples are only a sample of what can be accomplished using the power of questions. Using the right questions, you can always elicit the desired kind of response from your own mind or other people's mind, and could almost control your own or other people's behaviour.

Let us share with you an example of how changing questions changes the quality of solutions we get.

Consider the following problem:

A knock-out tennis tournament has 107 participants. Find the number of matches to be played.

The most common response to this problem is to start pairing up the players, and conclude that the first round would have $107/2 = 53$ match, and so on ...

If a person is encouraged to dwell more on the question "What is a knock-out tournament?" the usual response is something of the type "Whoever loses, goes out."

Then a series of questions can be asked:

"How many players go out in a match?" - 1

"In the tournament, how many winners are there?" - 1

"Hence, how many players go out?" - 106

"Hence, how many matches to get 106 players out?" - 106

8. Authentic Management

It is not uncommon for many managers/executives to find a lot of inauthenticity in their day to day activities.

Does a manager really believe in the motivational speech he gives to his employees?

Does a salesperson really mean the assurances that he gives to his potential customers?

How much does a CEO resonate with the vision he shares with his organization?

Many managers experience a sense of hollowness, which they learn to cope up with as an "occupational hazard", but in the long-term suffer a lot of emotional stress in the process.

The skills gained through Artistic Management will provide the individuals the opportunity to be effective and successful without needing to be pretentious, superficial, manipulative and inauthentic. The participants will be able to express their authentic and genuine self and yet achieve phenomenal results.

For many management and sales professionals, this alone will be "gold dust".