



International Association of Facilitators
The Art and Mastery of Facilitation – Worlds of Change
Toronto, Ontario, Canada
April 27 – 30, 2000



The World of Personal Spirit

THE POWER OF BEING ON PURPOSE: HOLOGRAMING AND CO-PROGRAMING FOR
SUCCESS

Dr. Ken Van Voorhis,
University of South Florida
4202 E. Fowler Ave. - BSN3403
Tampa, Florida 33620, United States
Phone: 813/974-9513,
Fax: 813/655-6609
email: kvanvoor@coba.usf.edu

Barbara Williams Van Voorhis,
Effective Performance International
4703 John Moore Road
Brandon, Florida 33511, United States
Phone: 813/655-2749,
Fax: 813/655-6609
e-mail: vanvoorhis@usa.com

Abstract

Supporting people in “being on purpose” and getting what they want can be either an easy and rewarding effort or next to impossible. Ironically, we are frequently very clear about what we don’t want. For example, “I can’t stand this job another minute,” or “I’m fed up with . . .,” are common expressions we all hear from people around us (as well as ourselves?) But when asked, “What do you want instead?” we just as frequently draw a blank. Unless we can clearly identify our desired outcome, any outcome will do as well as the next, or to loosely paraphrase



from Alice in Wonderland, “If you don’t know where you’re going, then any road will get you there!”

As a coach, leader, mentor, salesperson, service representative, or partner we can act as a powerful ally in helping others clarify their direction and purpose--then aligning with them to co-create that future. These parallel processes of Holograming and Co-Programing involve focusing on an arena in one’s life, clarifying it in three-dimensional detail and coaching a partner through simple yet powerful steps of clarification and realization of their vision “on purpose.”

This IAF Conference workshop and Proceedings paper will introduce and illustrate the on-purpose Holograming and Co-Programing processes, helping participants experience means of achieving immensely rewarding results within a very short time period. By re-framing from clarity on what is not desired to a clear focus on what is wanted, one can begin getting more of the latter instead. Holographic techniques move beyond traditional visioning to incorporate audio and kinesthetic modalities as well.

Purpose, Process, Payoff

With more than 50 years combined experience as facilitators of personal and organization development, business consulting, and education/training processes, the co-presenters of this IAF workshop enthusiastically endorse “The Power of Purpose” as being among their all-time favorite “top-ten” technologies for success. The aim of this workshop is to introduce more facilitation professionals to the methods and to have them assess their personal and professional applicability.

The heart of the conference session is a “hands-on” experiential workshop in which participants try out the processes with each other. The two co-presenters will demonstrate and explain the rationale and research support for each aspect, illustrating with a timely, relevant,

personal situation. Attendees will be invited to share their observations, ask questions, and identify possible variations in methods. Following the initial demonstration, pairs of people in the session will select their own applications for experiencing the processes. The co-presenters will observe some of the diads, reflecting and coaching to enhance participants' learning and effectiveness.

The anticipated payoffs for attendees are both immediate and longer range. First, many of the pairs should help each other experience real breakthroughs in personal situations that have perhaps been “nagging” for some time. Second, a number of attendees either may opt to add this technology to their professional repertoire for working with clients, or may use it in their own future personal life situations. As with many other process methodologies, continuing exploration and refinement offers many possibilities for customizing to suit individual circumstances.

Two Key Stages of the Intervention

Initially, the process steps are described as though the reader of this paper or session participant is the “subject” of the scenario seeking on-purpose results. Two key stages, each consisting of several steps, are outlined. In the workshop session, these are also role-played to demonstrate concrete examples. Then all session participants will be invited to experience both the original Holograming steps and, with partners, the subsequent Co-Programing stage.

Later in the session, small groups will explore promising applications that they anticipate will be helpful in their professional and personal lives. Some of the types of applications discovered in prior examples are shared in the last part of this paper. Usually, with a bit of prompting, any group develops its own richer list of possibilities. Feedback from previous sessions suggests notable results where active follow through is practiced.



“Holograming”--the Clarification Process

There are several key steps in this critical early stage of the technology. First, focus on a particular area of your life, such as professional, health, family or career where you feel a need for change or desire a particular outcome. Ask yourself (and write your responses) what you want to manifest in that arena, thinking in a relatively short time frame, three months to a year from now.

With the general results in mind, now describe your desired outcomes in as much detail as possible, using three dimensions -- video, audio, and kinesthetic, as follows:

Video - “I see...scenes and places...people are doing...objects I see...”

Audio - “I hear... I am saying...sounds I hear...others are saying...”

Kinesthetic - “I feel... I touch...sensations I have...emotions I have...”

These details create your hologram, and the more concrete the description, the more likely it will create a strong integrated result. Be sure to claim your hologram, not just wish it, by stating it in the first person and in present tense. Boldly step into it, as though it has already come to pass, observing and describing each dimension in as much detail as you can imagine at the moment. You can refine and embellish later, as you try it out, and gain more insights and clarity from sharing it with others and living with it.

“Co-Programming” to Amplify Power

It is important to note that the real power of the hologram typically comes with more and more reinforcement. Keep in mind that we are relatively limited in a brief session with a partner, compared to what is possible with additional feedback and refinement. In fact, the more people with whom you share the details, and the more they in turn assist you in fine-tuning it and in

holding it in their own minds, the more powerful its effect becomes. You cannot even imagine who may be holding the important pieces to your puzzle, if only they knew what you were trying to accomplish!

After initially sharing your hologram out loud with a willing partner, coach, or mentor, ask them to sign on as your co-programmer for success in this endeavor, usually for an agreed period of time, such as a few months. Make it easy for them to take on and not an open-ended commitment that seems forever. Reciprocating by working with them on a hologram of their own is certainly a good way to assure that each party will benefit from the process. If your partner is directly involved in your hologram, so much the better. Then both of you can work together to see, hear, and feel complementary outcomes of the relationship.

When you have finished sharing the initial hologram with your co-programmer (always speaking in first person and present tense), ask them to reflect back to you what they heard, as nearly as possible, including where it was not clear to them, or seemed contradictory or incomplete. They may have additions to suggest as well as questions for clarification. Accept their input gratefully and use it to polish up your hologram. You will find that you clarify, add and refine almost every time you share it with another person--regardless of whether they have agreed to be an actual co-programmer. You may even make substantial changes, once you start living with it. Go ahead, it's yours so use it freely and let it work for you.

You may be amazed at how many people are willing to make available their contacts, ideas and resources to support your outcomes. In many types of interpersonal relationships there are opportunities for mutual gain, with others being happy to accommodate your interests along with theirs. They simply never knew (in a detailed way) what you wanted, so were previously unable to find their part in your play, lacking the data to stimulate insights for matching their



resources and needs with yours. Now they, and others, can provide you with something you can actually use--often also enhancing their own interests. They are no longer guessing. And you have given them a gift, as well. You have provided a tangible opportunity to keep the wealth of resources and information flowing, rather than letting it stagnate. Good things need to keep moving to maintain their vitality.

Hints for Success

By this time, you have probably engaged your co-programmer as a natural part of this workshop process. If reading or rereading the paper, perhaps you have been verbalizing and testing your hologram by sharing it with several people. The following ideas should enhance the success you are already seeing and expecting.

Borne of the experience of many, we have developed a few learnings to support these

Holograming and Co-Programing processes.

1 - Stay with positive language and intention.

It is all too easy to fall into giving our attention to what is not working. Forget it, let it go and give your precious energy to that which deserves it -- your present and future. Noted brain researcher, Karl Pribram of Stanford University, asserts that many of us have an abundance of what we don't want in our lives simply because we work at it. We may be focusing too much of our attention and emotional energy on our "don't like's" and "don't want's," with not nearly enough on our "do's." It seems that our holographic brain, according to Pribram, does not recognize negative and positive definers, but simply goes for clarity and emphasis on substantive content, be it negative or positive.

2 - It's okay to do it the easy way.

Ease is something many of us have stopped hoping for, but getting what you want can either come more easily or arrive the hard way. You choose. If you want it easy, and some of us do, say so in no uncertain terms. We propose that one of the great and erroneous myths of our culture is that “it has to be hard to be worthwhile,” or “if you haven’t shed blood, sweat and tears, you haven’t earned it and probably don’t deserve it.” Be sure to declare the way you want it. After all, it is your hologram!

3 - Do not impose your will on another, just invite their participation.

Operate with a “world of abundance” perspective, versus a “world of scarcity” outlook, and your outcome is more likely to be realized with enthusiastic support from others. Stay open to receiving unexpected gifts from unexpected people and places. Expect the unexpected and be open to receiving your success however it arrives. If you become overly attached to having particular players in your hologram for success, you may be imposing upon them and limiting your options for creative solutions and volunteer players. Widely share your hologram for the outcomes you want and let the appropriate, eager players volunteer for their parts. Self-selected, versus appointed, they will assuredly play their roles with much more gusto.

Wired for Success

Brain research of Pribram, along with work in Neuro-Linguistic Programming by others, reveals that we are physiologically designed to respond to a hologram. Clarity in the three dimensions of audio, video and kinesthetic virtually creates a hologram (or three dimensional image) through our brain’s “reticular activating nerve center” at the base of our skull. When this



nerve center receives input that helps the brain generate clear imagery in all three modalities, it considers the result tangible and real and “goes for it!” If only someone had told us sooner that we have such a powerful activating system, we wouldn’t have wasted so much time “getting there.” It takes the struggle out of partnering, leading and coaching, for both parties, and puts a whole new slant on networking.

Holograming and Co-Programing are powerful and easy ways to enlist first yourself, and then others, in supporting your success. You have developed a focus or goal, clarified the outcomes in the full three dimensions required for realization of the desired outcome, and you have a positive practical means of helping others help you--and for you to help them. Be sure to share your new, clear hologram with everyone, to activate their holographic brain so they can make connections and co-create along with you.

Opportunities to Make It Work for You

Your session co-facilitators are admittedly biased in believing that there are opportunities everywhere in life to apply the Holograming and Co-Programing processes.

Some of the occasions in which we have enjoyed clear success with the technology have included the following:

- > Partnering for growing a business
- > Leading subordinates & team members
- > Helping potential customers define needs
- > Resolving client interpersonal conflicts
- > Opening parking spaces in crowded lots
- > Enhancing our marriage
- > Improving family relationships
- > Making personal life decisions
- > Finding/buying two wonderful homes
- > Experiencing spiritual growth

During our session, we’ll gladly share a number of personal experiences to illustrate not only our own holograms, but also how we either intentionally or inadvertently got ours connected

with someone else's. A force seemingly almost too powerful to overturn can result when multiple parties share clear holograms which reinforce each other.

Finally, a significant last phase of the workshop session incorporates participants brainstorming together about how various ones of us can use the concepts and action steps in our own specific applications back home. A targeted outcome is to get a head start on at least one professional and one personal hologram before leaving the meeting. Where desirable and practical, we'll urge partners from the session to continue through a cycle of working with their counterparts via phone or e-mail, if not in face-to-face interactions.

We'll be eager to hear of success stories after the conference is over, as the outcomes start to roll in. Congratulations to all who take the bold step forward in shaping their future. Yes, we certainly deserve more success with less stress--and it's available for the asking . . . clarifying . . . and being "on-purpose."

Presenters' Backgrounds and Experience

Each presenter has almost thirty years experience as a facilitator, teacher, trainer and presenter. Ken has taught at Louisiana State University and the University of South Florida for 30 years and has also been principal/consultant/trainer in his own company for most of that time. He has made more than 100 presentations to professional associations and meetings of various sorts, including more than 40 refereed papers to colleagues at academic/professional conferences. He has authored one textbook on entrepreneurship and a number of journal articles. Barbara is an organizational development consultant specializing in individual and group change, who profoundly believes in our capability to shape our lives. She frequently acts as a coach for



International Association of Facilitators: The Art and Mastery of Facilitation – Worlds of Change
Toronto, Ontario, Canada April 27 – 30, 2000

individuals or as a facilitator and temporary change agent to “jump start” organizations toward more effectiveness or into bold new paths. Her almost 30 years of consulting and developmental experience spans several continents and ranges from small business entrepreneurs to Fortune 50 companies. Both presenters are principals in Effective Performance International in Florida.