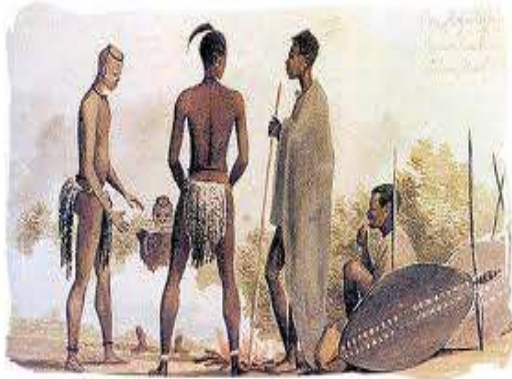


## THE INDABA WORKSHOP – A USEFUL WAY OF INTRODUCING POTENTIAL CLIENTS TO THE POWER OF ACTION LEARNING



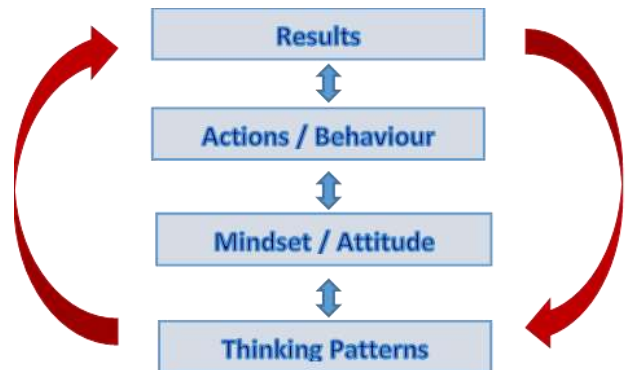
We are always looking for effective new ways to market what we do. About 18 months back we came up with idea of the “INDABA” workshop.

We believe the meaning of word Indaba captures the heart of Action Learning.

*An **indaba** is an important conference held by the izinDuna (principal men) of the Zulu or Xhosa peoples of South Africa to deal with important tribal matters. The term comes from a Zulu language word, meaning ‘business’ or ‘matter’*

So we set about designing an introductory workshop around this name and theme. We also needed to frame the concept of the Indaba around enhancing success in a rapidly changing environment through changing how leaders influence people, solve problems and communicate.

So the first thing we had to do was to provide a success model to make people realise that that if they want to change the results they achieve they have to change one or more of their thinking patterns, mindsets or actions. The diagram on the right depicts our model. This model includes the law of attraction and positivist psychology philosophy.



Next we had to illustrate very powerfully the incredibly fast changing and complex environment we operate in. For this we use the amazing YouTube video “Did You Know 2018” video. (<https://www.google.co.in/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=did%20you%20know%202028%20video>)

Then we move onto a brief Action Learning overview, which includes the WIAL animated Introduction to Action Learning video we produced a while back. We include the “7 Questions” exercise to get participants into questioning & listening mode.

The next major component is a full Action Learning session in which groups work on the problems raised by the problem presenter in each group. This is a formally coached and very robust AL session.

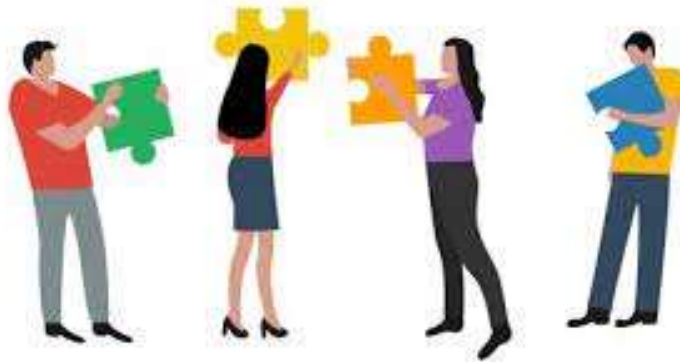
After the Action Learning session, we do a great debrief and ask the participants how the AL session differed from normal meetings in terms of how members influenced each other, how they solved the problem and how they communicated. Profound

insights always emerge from this exercise. If time permits, we take participants through three slides that summarise the fundamental changes in these 3 areas.

The total workshop takes around 4 hours and we typically finish up with drinks or lunch, depending on the time of day.

The fundamental question is how effective is the workshop in initiating learning with participants and more importantly converting interest in Action learning to business.

The last Indaba we ran three weeks back had around 18 participants, split into 3 AL teams, and they reported the following points to the question “what was your best learning from participating in this Action Learning?”. The learning they reported is as follows:



#### *About problem-solving*

- ✓ The stated problem is often a symptom of the underlying problem
- ✓ There is great value in getting different perspectives.
- ✓ A safe environment with no judgement leads to great solutions
- ✓ Encourage participation, everyone has a contribution to make.
- ✓ Build on others' ideas

#### *About questioning*

- ✓ Ask more questions, they are far more powerful than statements
- ✓ Listen carefully to really understand
- ✓ Asking questions invites thinking, engagement and buy-in
- ✓ Asking the right questions helps discover and understand the real problem
- ✓ Clear and concise communication is essential for problem-solving

#### *About influencing*

- ✓ Amazing that so much could be achieved in a short time
- ✓ Status, ego and power have no place in effective problem-solving
- ✓ Respect each other
- ✓ It is great for teambuilding - collaboration is far more powerful than competition

In terms of actual business this Indaba generated one immediate registration on our SEAL programme, three in-house AL pilot workshops which we expect will turn into full assignments and excellent referrals to two additional potential clients. The group also set up their own 'WhatsApp" group following the session. So we believe this is probably one the most successful business development strategies we currently undertake. In 2016 we will run one Indaba every two months.

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