

I was to make a few notes on "What do you say [about Transculture] after you've said hello?" It's the evening we begin in Craigville, and our conversation on this at NCCJ is cold. But I do remember that in our former meeting, I emphasized the need to catch attention in the first minute, then hold it.....Implicit questions of the exec: WHAT'S YOUR PRODUCT, AND WHAT GOOD MIGHT IT BE FOR ME AND MY/OUR OPERATION(S)?

Our ADVANTAGE: Our "product" has the potential for improving (1) human relations across all barriers of difference innate (race, class, sex, ethnos, educational achievement, economic level) and specific (interpersonal conflict), and (2) human development (growth in awareness, peace, joy, confidence-power).

Our DISADVANTAGE: Our "product," though a process, seems (1) abstract, (2) arty, (3) remote from immediate nittygritty of management/production/competition/social responsibility.

SOME RESPONSES TO EXEC QUESTIONS:

1. Our product has to be seen to be known. It uses words, but it is experience--a fresh kind of experience people have when they come together around a minidrama called a "Transcultural Allegory." Will you send a staffer to experience this and report back --or, preferably, come yourself?

2. STORYTELLING: We've found that the best way to say what our product is is to tell a story or two of what happened when a business executive....

3. We're convinced that any business can improve its esprit and thus its operations by using the Transculture process. The process may seem soft, but the data it deals with are hard. For example....

....low motivation. Inefficiency almost always has this as one of its components. An employee who began highly motivated has now lost zest and (though you may not know it) spends some worktime daily dreaming about leaving, going "someplace more exciting." You can keep such an employee, and increase his/her productivity, by making your life together more exciting. Transculture cares about that, and has proved it can help.

....negative motivation. A deeper, even more serious root of inefficiency is the employee whose negativity has matured into self-canceling and business-canceling--a worm in your apple. Often, such a person is suffering from IFD disease: beginning with high "idealism" on the job, he/she became so "frustrated" that "disinterest" set in, then "depression" and "despair" that things would work out; then a "devil" theory takes over, the company being the ultimate enemy. So clever at self-and-other deception is the human being that both employee and employer, in many cases, are unaware of this cancer eating away at company spirit, life, efficiency. I have seen Transculture help surface all this in a creative way--so that, instead of the employee's continuing as bad news, or just getting fired, the old original fire becomes renewed and made realistic.

SOME ASSUMPTIONS ABOUT THE HUMAN BEING AND HUMAN SOCIETY:

1. Wm. James was right: We can flourish, as persons and societies (including businesses), only if we are both responsible-habitual and innovative-adventurous. We hunger for both habit and thrills/adventure. Transculture sits between these needs and helps illumine them both in specific relationships.

2. The great thinkers/dreamers of history help us see that we are discontent, unproductive, bad news to ourselves and others if we fail to balance the earthy and the transcendent. What has business got to do with something that seems as airy as that? Instead of neglecting this human polarity, or even (as often happens) communicating that the company doesn't give a damn about it [it's "private, your own business, not on company time"], management can use the Transculture process to enable interpersonal sharing (within management, and between management and other employees) of both earthy and transcendent experiences/yearnings.