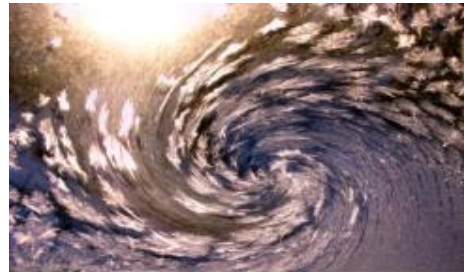


Case Study 1

Global Enterprise Investment

Reinventing and
Rediscovering in
Changed rather than
Lost Sense of Place



GLADES-GEI Pty Ltd
Global Enterprise Innovation

Professor Nell Arnold

First Case Study

The Cassowary Coast of Queensland offers an excellent example, recent, featuring a collection of communities that had to re-invent during the past decade after Cyclone Larry and now is in the process of recovery again after the devastating cyclone called YASI.

Refer to Companion Document

CYBER COLUMN "RE-INVENTION"

Other of Professor Nell Arnold's Cyber Columns and Articles,

including features on the Artists, Authors and Architects
in the ***Out of Australia*** program
are hosted in the news service link

<http://www.glades-globalenterpriseinnovation.com/CnCNews.html>

and logged in the Cyber Corridor Library

<http://www.phzi.us/GalleryArticles.html>



CYBER CORRIDOR RE-INVENTION CASE STUDY I

ACTION PROJECT, TULLY, QUEENSLAND, AUSTRALIA

Early in 2011 the Cassowary Coast of Queensland experienced a second in a decade devastating cyclone. I was in Brisbane helping several artists and authors of “**Out of Australia**” program, who reside in Tully and Mission Beach, to launch an anthology of poems they had authored about recovery *After Cyclone Larry*. The Anthology, “**Under One Sky**”, had just arrived from the printers.

Cyclone YASI was announced to be approaching. The editor stored the books in a closet in her home, highest position to avoid flooding. During the 300+km winds, a massive tree fell on the house. The house was demolished with most of the contents. The Anthology of Aspirations, whose Whispers were about Hope for Recovery and Re-invention, rested undamaged in the dark.

Before me, spread on my editing table, were 40 odd photos of one of the photographer poets. I was preparing a story depicting her “**Portraits of the Rainforest**”. She had captured moments of incredible beauty. Sun glancing off moisture on leaves and dancing as sparkles in water made rapids by rocks and boulders in a steam.

Her two year old son was witnessed by the lens as he discovered a tiny crab and followed the flow of fresh water across the beach where both he and stream tasted the salt of ocean. (<http://www.phzi.us/GalleryArticles.html>)



Portraits of the Rainforest – Lydia Valeriano

I called her as Cyclone YASI passed.

Her words reached me
1000 miles or more south.

“The Trees Have No Leaves”.
The rainforest is gone.

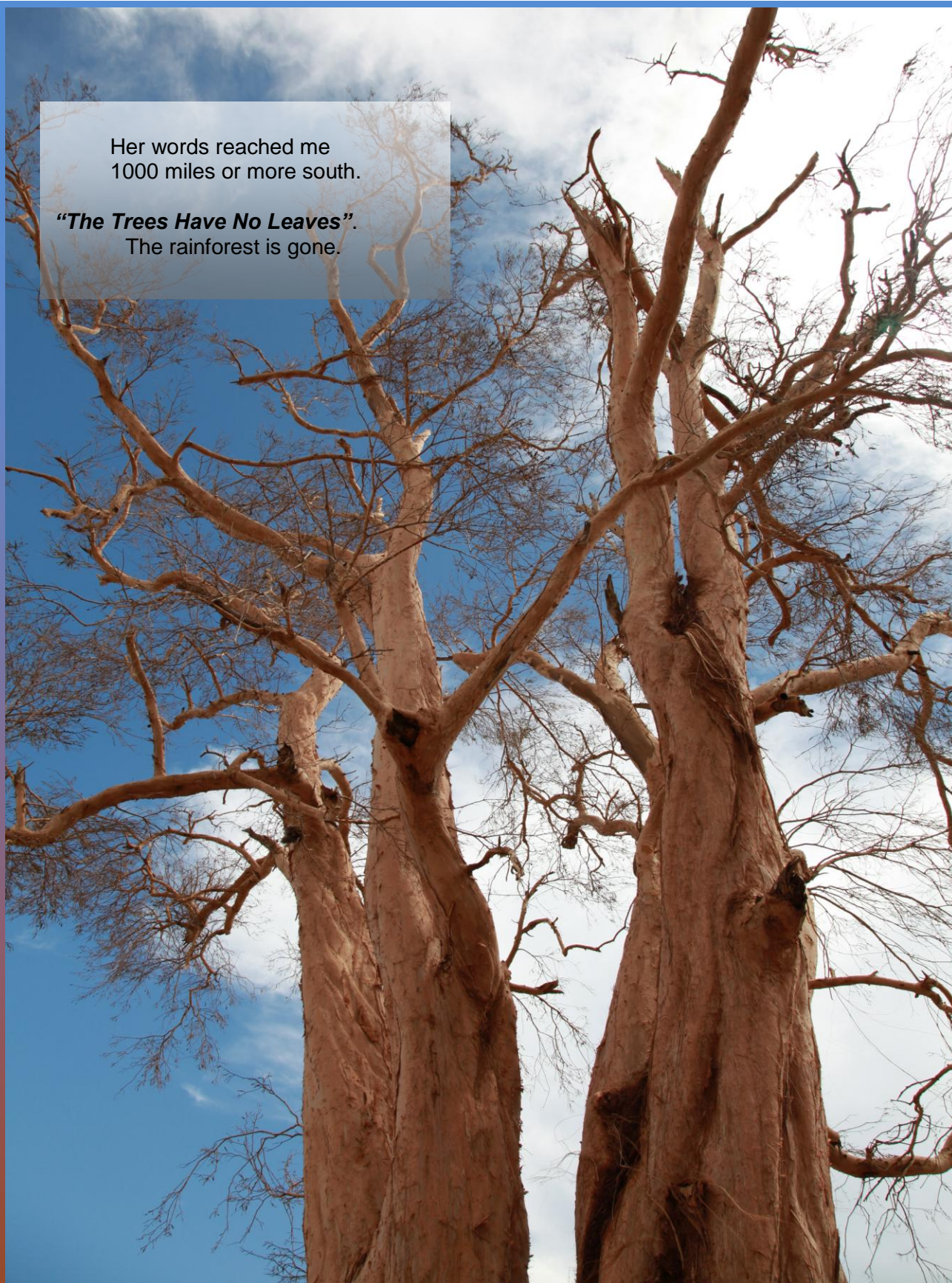


Photo – Lydia Valeriano

Her little sprite of a son,
observed the moths clinging
to the screens and floors of the porch.

His announcement was profound,
“The butterflies are back!”



The most fragile, elegant, beautiful symbols of life had withstood a devastating pounding of winds, not once, but twice as Cyclone YASI invaded from the ocean side and then returned, bouncing back off the mountain range to wipe out sugar cane crops and new timber forests.

Lydia Valeriano



Nature Does Re-invent.

Hope Whispers Again, and Again.

**But Recovery of Human Spirit means
within 6 months a desire to rebuild
must be ignited;**

**often the fire to be relit
is the motivation to re-invent.**

**After sorrow, comes anger, then
despair and depression.
Already 2 months have passed.**

Where are we in the re-invention process?

Out of Australia has been active during the past 12 months building global interest stories within and from the Cassowary Coast area. The stories are of ***the inventors, the artists, authors, architects,*** and now also the **small business enterprise builders** who influence the world from this quiet place of rainforest, beaches, islands and string of little communities.

Those individuals still hold the power of pen, brush and lens to be a difference in their community and to outreach their spirit to a global world still watching, waiting, wondering about the future of this region and the impact of the decisions made there on the rest of the world.



***“In the world of global communication,
we are no longer alone.”***

[http://www.glades-
globalenterpriseinnovation.com/CnCNews.html](http://www.glades-globalenterpriseinnovation.com/CnCNews.html)

This case study illustrates an existing effort, the capabilities of this team and their alliances around the world, to outreach globally and very quickly, to re-position the presentation of a devastated Cassowary Coast, to another sense of place –

The communities whose people met the challenge,
re-invented, and now greet the world again,
from a continuing sense of place.

This communication approach, *internal to global*, relies, not so much on “bodies on the beaches” tourism promotion, rather “**minds engaging**” in enterprise development building opportunities responsive to environmental and socio-economic recovery.

Global Example Action Learning Models that are viable and visible in practice will draw investment in joint-venture efforts. Content created and released through cyber space corridors to global markets will make this proposal’s vision and aspiration, a reality.

KEY CONCEPTS

- Market:** Global Interest is now in Dealing with New Environmental, Social, Economic Realities through Viable and **Progressable** Development of Products/Services Supported by New Uses of Old Technology and Re-invention of Self and Sense of Community
- Why:** We cannot return to the past, except to reflect and to learn.
We can only progress or destroy what we have and hold dear.
Stasis is a form of holding to “no place” and can become self destructive.
- While we write about the experience, create the songs, sing the songs and dance the stories – the future is unfolding within or without our making.
- Intent:** To increase capabilities to progress and to re-invent rather than attempt to re-build a village of vacuums and memories lost.
- Program:** “How Tully Recovered – became a global engage leader”
- Theme:** “Re-Invention” in action, captured in segments by Artists, Authors, Architects.
- Incentive:** “A Recovery Village, setting a global example of what is possible but also viable.”
- Facility:** Global Corridors through Cyber Space

Investment: Action Learning Through Two Phases of Development – 3, 6 months with developmental services progressing over a year

Third Phase simultaneously or progressively
Investment into a Warehouse and Touring Coach Converted for Global Communication Play, Learning and Outreach through Cyber Tourism, E-commerce and E-Learning

Draw investment, grants into “progression” ideas, technologies, production systems, products and services created by children, schools, artists, authors, architects, small business owners, new enterprise builders, service providers and those seeking to re-invent their sense of place in geo, cyber and future space.



Action

Outcomes: **Re-inventing** to create new or adapted employment, training, enterprise building, service support systems

Expanding awareness, increase insight, adjust understanding of market reach

Engaging and co-building with global markets interested in the new, different, expanded opportunity offered.

Developing with inventors, artists, authors, architects concepts worthy of grants and investment founded in market existing and evolving interests and demands.



GLADES-GEI Pty Ltd
Global Enterprise Innovation

ABSTRACT OF CASE STUDY

The impetus for the re-invention projects should be founded in reality.

Urban, regional and small communities require communication centres. In past centuries market squares served for social and enterprise activities. The market squares were often surrounded by the court, the cathedral, a place of learning and financial institutions. Market interaction was supported by easy access to legal, banking and social arrangements.

In contemporary realities the market square is being replaced by Cyber Communication Centres enabling individuals, communities and their industries, technologies, and enterprises to establish their own pathways out of isolation and to select and engage with the legal, social, learning and financial services required both locally and globally.

Global communication then does not only involve building a website. Of major importance is the linking of the site to **a web of alliances that influence and serve markets** seeking specific

1. information - researched, applied, tested, evaluated, confirmed, adapted
2. systems – communication (networks), economic/development (alliances) to support
3. technologies – ideas, production systems, products, service approaches/outcomes
4. markets – shared or referred markets in search of the technologies which introduce --
5. opportunities – learning about and for advancement, invention, re-invention,
- 6. interests - local to global markets' projected interests given opportunities**
7. linkages – to alliances that influence
 - a. **markets** – there are at least 7 levels of market potential multiplied by 200-900
 - b. **interests** – cultural, socio-eco, environmental, political, learning, advancing ---
 - c. **investment/development** of products, service packages, production systems
 - d. **communication approaches** including public relations, advertising, skills in language, authorship, art, illustrations, photography,
 - e. **needs** – basic human needs draw design/style in some 22 festival/reality home/office/enterprise needs, then reach beyond to
 - f. **demands** - affordable levels of lifestyle acquisitions ----- and
 - g. **systems design** - that bridge, link, underpin and re-structure existing systems design and delivery of local to global options

Global Communication Centres, whether through cyber space or a combination of cyber and geo space facilities, provide places where people may meet to discuss their own needs, interests and enterprise offers as well as those of diverse markets local to global. In addition, however, the Global Communication Centres may also host the expertise of market researchers, enterprise builders, alliances and investors who establish and fund the pathways between the markets and the communities who seek to engage and co-build options.

Case Study

Re-inventing After Environmental/Economic Crisis

“Out of Australia” - is a small global communication association

of inventors, artists, authors, architects, global engage enterprises who are forging an alliance, building communication programs to support each player – but within a new realm of endeavour – local to global dialogue and exhibition. The effort evolved informally in 1997 and became more formal with investors and geo-based centres of operation in Australia and in the USA in 2000.

During the past decade, however, economic and environmental challenges reduced the geo-spaced endeavours. Interestingly, the cyber corridor alliances were able to support the association. **Out of Australia** is now in the process of re-invention to serve as “global communication developers” of similar satellite projects. The intent is to assist other individuals and communities experiencing environmental and economic challenges.

2011 Global Communication / Enterprise Development Case Study

Purpose:	Global Communication Centre for Enterprise Development
Location:	Cassowary Coast of Queensland
Rationale:	Area Devastated by Cyclone and needs to rebuild area and visitor markets
Intent:	Establish Cyber Corridors - Local to National to Global Outreach Effort
Action:	Linking Global Communication Enterprises in an Alliance Internationally
Investment:	Creating a Global Communication Support System
Challenge:	Ensuring Economic Sustainability
Outcome:	Alliance to Progress Global Enterprise Building Efforts and Services

An alliance of artists, authors and architects in Australia and the USA are attempting to assist in the establishing of a Global Communication Centre in the Tully, Mission Beach – Cassowary Region that was devastated by Cyclone YASI. The rationale submitted for funding included the following points.

- a. **The need to establish global pathways for communication and enterprise building with former and new visitor markets.** Realizing these pathways from despair through recovery must be forged by the people within the communities affected, the alliance is providing planning and grants writing support.
- b. The potential inherent that the pathways out, once started, also may become **pathways back into** the communities for the world waiting to assist with funds, expertise, re-building, establishing new enterprise and co-building recovery programs for the people and the “Rainforests”, “Bay of Islands”, and landscapes that host people, industries and future opportunities.
- c. **The Cassowary Coast region** of the world is one of “European, Asian as well as Indigenous” landscapes - unique in terms of rainforests, diverse by many endangered species of wildlife (cassowary, crabs, trees, ferns, reef and other)

and therefore of interest to a global world seeking images, stories and understanding – through

- 1) photographers, **authors, artists**, scientists of nature
 - a. cyber space books, DVD/CD, products, services,
 - b. for schools, libraries, e-sales in gifts,
 - c. photo-tourism for
 - d. writers/authors/film tourism
 - e. cyber-corridor communications designers
 - f. re-turn of alumni-prior visitors already committed to the area
 - g. re-envision, re-build, re-invest enterprise building tourism

- 2) re-construction **architects**, systems designers, fabric/materials technologies
 - a. Valeriano family housing design/construction withstood storms
 - b. architects meeting around the world to look at new designs with the environment and withstanding climate change challenges
 - c. architects coming into area as part of world foundation grants and corporate investment to learn, work in the community as systems designers and **RE-INVENTION** specialists, communicators,
 - d. architects as progression specialists – beyond mourning the lost, architects help people find answers within themselves and community to start emotional/motivation resources essential to re-invent

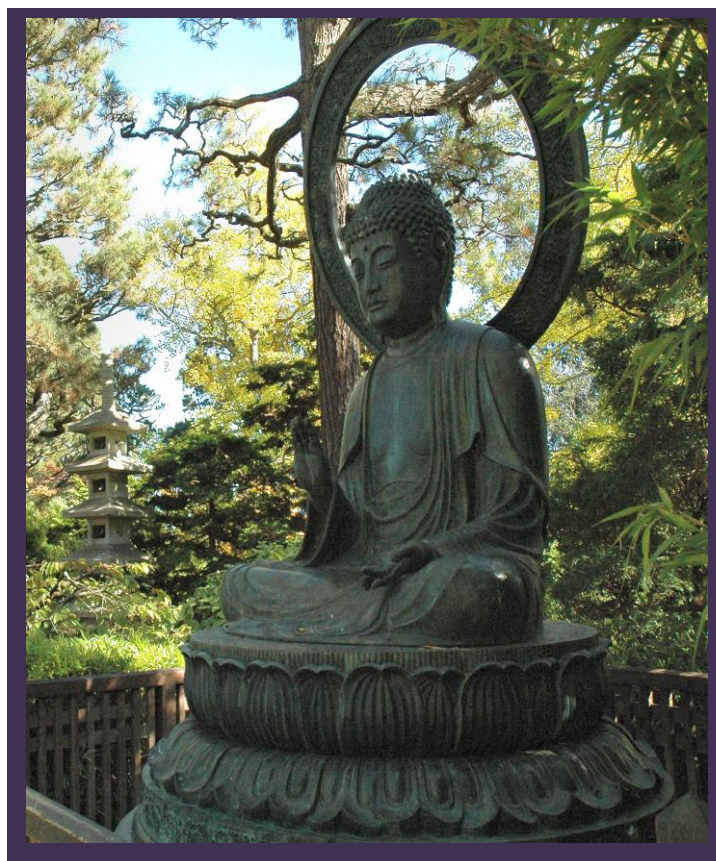
- 3) re-invention tourism involving “**people to people**” projects initially, “**sister city**” rebuilding programs, new market development, re-investment, new investment, new enterprise development, new opportunities to move into a global world, global market, global vista ...as never before.
 - d. **Re-invention invitations** open doors of opportunities for many more people – and external investment in these new opportunities. The invitation needs to come from the people of the landscape who are ready to re-build – rather - are ready to re-invent and build new futures instead of trying to recover what is now missing potentially forever.”
 - e. **Re-invention** often requires insight from others who have been through the challenges, but certainly those who have the training and expertise to stimulate minds to think outside of their own experience and trauma into what is possible and how to make those options viable. This concept draws seniors not only from Australia but from many alliances around the world.
 - a. This global and international alliance is being expanded to draw “expertise” into a “Global Interest Commitment” to re-invest in and re-build programs for the areas where the artists, authors and architects are activated.

International Examples of Re-invention

1984 Olympics of Los Angeles – the world experienced a major economic downturn during the turn of the decade. The State of California – through co-operative efforts with State Parks and their historic towns, museums and infrastructure, in partnership with the California Arts Council – formed economic development and market strategy that drew many millions of visitors from around the world. The Olympics of 1984 became a first in economic success and the international markets continued to support the 82 diversity markets that had formed and established representative “cultural villages” throughout the State of California.

California State Parks modeled seven “crown jewel” historic towns – working cultural villages that build hand-crafted historic gifts and re-enacted events over one hundred or more years of history each location. Products, services and programs for these emerging cultural sites were sold or exported from the Chinese settlements in small fishing villages, or featured the stories of the Irish, Chinese and Mexicans on the California railroads, or pioneers in wagon trains lost in mountain passes. Historic trails were forged between 33 “Catholic Mission” towns linking LA to San Francisco and Sacramento. Historic parks, wilderness parks, tourism, trails, literature, DVD, Films, CD evolved and found market through world organizations, missions, wildlife societies and millions of tourists seeking to trace their families that had found refuge in America.

All the projects were led by artists, authors, architects – on small grants working with the communities that had to recover from political, environmental and economic devastation.



After the San Francisco earthquake, **Pier 39** on the San Francisco Wharf – changed from a derelict pier to become an international village of shops and experiences. The “cultural” shops re-invented into a new age featuring modern products and events which attracted investment from a contemporary world interested in creating new image cultural enterprises. The effort created employment opportunities and established a strong revenue stream into San Francisco. (The project was envisioned and lead by artists, authors and architects.)

The City of San Francisco, after major earthquakes and as major corporations within the Silicon Valley withdrew their enterprises and supporting industries to other state, including Colorado and Texas, had to re-invent. The council and investment partners divided its city into **7 and then 9 socio-cultural precincts**. The City re-invented to become a world model in cultural enterprise featuring the diversity of its remaining residents and their guests from around the world.

The 1991 re-build began slowly and featured the dynamics of change-response in “mini-cultural arts/sports/film/writers centres” which found place in vacant churches and gyms. By 2000 international tourist markets made San Francisco their second home. Streets closed off to allow for parks, child care centres, learning and visitor centres, restaurants, joint-venture product/technology and service development. San Francisco re-invented itself into a world multi-cultural tourism centre.

The result created employment from youth to seniors and changed the economic landscape of the city and its people. Youth became the enterprise owners and seniors became the labour force as part time employment in shops and centres or as investors in child care, food services, visitors’ smiles, and in partnering programs with enterprise building youth.

Museums in Golden Gate Park were also re-invented through a major reconstruction program. The decade long effort brought exhibitions of former and new efforts into an era of global engagement not only for visitors but also scientists, research programs, workshops, learning programs, conventions and exhibitions.

In 2011 the world continues to celebrate diversity. Culture is recognized to be evolving as “interest corridors” rather than geo-location static. In this reality many more millions of people around the global are engaging through social media and seeking opportunities to dialogue, co-design, co-create, co-build and co-invest in new ideas, experiences, technologies, products, production systems and services. Their sense of culture is evolving around “survive and thrive” interests rather than language barriers or social structuring.

Environmental challenges are another reality being experienced around the world. The need for sharing information about re-invention after earthquakes, floods, tsunamis, fires and drought is becoming not only a global market interest but also a market need and demand. The opportunity is found in establishing global communication centres that share information and co-invent diverse approaches to environmental management, sustainability and economic stability.

These two realities of a broadening in understanding of socio-cultural diversity and increase in environmental challenges around the world, offer many more opportunities for smaller communities in more remote areas of a country to engage in new enterprise development within cyber corridors of shared global interests.

The concept of a global world then is not restricted to standardizing products. Small scale and personalized production are made viable and may be supported by targeted markets that seek personalized gifts, experiences and services within the cyber corridors.

The case study below is outlined as a proposal for investment in establishing a global communication centre with cyber corridors to targeted markets interested in the “re-cover and re-invention” efforts of the Cassowary Region in Queensland where many people and their enterprises experienced the devastation of a cyclone.

This case study proposal may be adjusted for any number of small communities attempting to re-invent themselves within a global engagement opportunity. The intent is to draw interest and investment from resources both locally and internationally in co-building futures meaningful to communities and their targeted markets that are re-inventing themselves and their futures.

The Alliance of Out of Australia

The Alliance of “Out of Australia” is coordinating a number of re-invention projects in the USA and Australia. Each project is undertaken by a leadership team comprising inventor, artist, author, architect, global enterprise builder and incubation service.

For information:

www.glades-globalenterpriseinnovation.com

Contact: arnoldn@sctelco.net.au



EXAMPLE PROJECT 2011 IN PROGRESS

FUNDS REQUESTED SHOULD BE INVESTED AGAINST MEASURABLE OBJECTIVES

The request for funds breaks out into three phases of development supported by achievable objectives, founded in past performance with the group of artists, authors and architects.

PHASE I - Completing the Global Website and Service

Immediate Funding:

Time Frame: 3 months initially to re-establish and upgrade global communication services
9 months continuing support to maintain the communication technology service systems within the alliance

Purpose: to ensure content development and management of cyber space libraries, galleries, training programs

to attract investment from the **global communication and training alliance** services in Brisbane, Tully and USA

to continue developing and expanding this “author, artist, architect” writing and global communication service through alliances, sponsors and membership fees thus building a self sustaining and progressing “global communication, marketing, sales” endeavour from Tully-Mission Beach, Qld.

Measurable Objectives

1. To re-establish, update and maintain the **ABC-DEF** website
2. To expand the existing Alliance of Website capacities to host global marketing and product sales from the USA.
3. To research, to produce and to launch globally content for global story e-books, e-journals in major global communications campaign
4. To develop content/art/photographs for stories from the **ABC-DEF** area

This commitment also extends the development of IP from the area that can be used in designs for global sales of products in books, fashion, products, workshops, seminars, webinars, gifts associated with local hosting tourism as well as cyber-engage tourism and entertainment.

PHASE II - Designs for a Global Warehouse – Working Centre

Conjunct Funding

Time Frame Within three months or conjointly with Phase I grant to undertake the research/projected markets/outcomes

Purpose To design a global communication **shared working space** in Tully that will facilitate local interact global learning and engagement programs between and with local and visiting

1. inventors, innovation processors, incubation investors
2. artists, authors and architects (Out of Australia)
3. global communication innovation specialists

To attract investment from the **global communication and training alliance** services in Brisbane, Tully, USA, Australia, UK, Asia Pacific
(New Form of Tourism local to international)

To attract donations of new to world equipment, IP, technologies, retired specialist and new specialist working forces **(longer term tourism revenues)**

To establish a centre for IP development of local concepts meaningful to a global world, and to market those concepts through cyber and geo space programs.
(new forms of tourism, arts/entertainment/education enterprise).

Measurable Objectives

1. To introduce options for future development including systems design
2. To establish through design the concept of a “global hub” that may link to other “global hubs” in Australia and internationally and thus
3. To produce a diagram of innovation processing that will support new practice in local to global thinking, business development, and enterprise creation,
4. To attract international investment into new “global enviro-options” for what was, is, can be world example of “rescue, recovery, re-invention” – ideas, technologies, innovation processing, production systems, products and services.
5. To attract new forms of tourism for workshops, seminars, small project/joint ventures, site tours in
 - a. recovery processes and systems design
 - b. cyclone architecture
 - c. communication – crisis, local, global, etc
 - d. emergency service response/delivery
 - e. nature recovery
 - f. people recovery
 - g. community re-invention
 - h. other that introduces new markets, traffic, investment, and creates jobs, enterprise development options

ANTICIPATED OUTCOMES

Phase I & II – Leading into Phase III

ABC- Company, from past experience, anticipates the following progression chain of action from the “small investment” in this dynamic “small business, global focused approach”.

The design and develop of ideas into products and services that extend opportunities for local enterprises, specifically for export markets thus increasing revenues and reducing risk of cost and recovery from fluctuation in tourism markets. Some of the product concepts that would draw investment may include but not be limited to

- a. cyber galleries, exhibition halls, sales rooms – all 3-D technology interface
- b. film and theatre, poetry, art for Oceania, China, Southeast Asia – paid by mobile phone and iPod market use (multi-million dollar industry)
- c. e-adopt a student, adopt a child, adopt a grandparent, adopt a teacher program
- d. e-commerce management
- e. e-commerce marketing, promotions, research, advertising,
- f. e-data banking
- g. e-alliances, resource sharing, networking,
- h. enviro technology, clean products, rejuvenation products, nature products
- i. e-books, e-DVD, e-film
- j. webinar seminars and tours
- k. online schools, workshops, conferences
- l. designs for fashion, fabric, furnishing
- m. rainforest products, seedling, aquarium, butterfly farms
- n. barrier reef regeneration farms
- o. rainforest art, poetry, music, film,
- p. reef photography, cyber-exhibitions, 3-D interact
- q. Indigenous stories, music, art, projects, films, DVD
- r. gift market products – hand crafted
- s. across Australia cyber services – ordering, purchasing, showcasing, warehousing, exporting, promoting, sales, packaging
- t. barter, exchange, production line, packaging services
- u. global child creativity communication warehouse and centre
- v. global communication engage – forum
- w. global communication incubators
- x. global communication cyber walls for showcasing and mini-room interacts
- y. global communication cyber corridors - interact
- z. global communication cyber libraries

Refer to Models by Professor Nell Arnold (GLADES-Global Enterprise Innovation)

Refer to Nature’s Industries – Model, Power-point, Professor Nell Arnold

Refer to California Case Studies – 7 Jewels in the Crown

PHASE III – Create a Global Communication Village Concept/Strategy

Time Frame To Begin within and in co-operation with Phase I and II

Intent The third phase of the concept would/could then be undertaken with local government agencies and companies and may draw International Investment.

In this phase, international markets may become co-partners in the endeavour as global product and technology partners interested in co-developing the content or providing language and illustration support for international distribution.

Outcome Physical Space for Co-Operative Efforts and Cluster Industries

Re-invention in communities is encouraged through synergistic efforts involving various skills, expertise, work capacities, access to alliances, working hours and commitments.

A physical space provides a place for the synergy and for continued learning and development of local workforces and interests. The facility may be or include an old church, barn, shed, garage, mobile travel trailer, a converted bus, coach or truck.

Both a mobile communication unit and a grounded centre provide the impetus to build “home base” with travelling work and learning space. The combination is also attractive to “tourism visitors and investors” who are involved in arts tourism, language schools, photography tourism, enviro-learning, and senior visitors, patrons, hotels offering “local cultural experiences” – the list goes on.

Concept of space then retrofits a facility into a “Shared Global Communication” equipment, working space, with printing, publication and potential film / radio broad cast production equipment in time with mobile unit(s) able to go on location to the various schools, hotels, and communities. *(Fees for classes, programs, use and grants to support projects may ensure viability in cost of operations and insurance.)*

The concept enables local participants to expand into global markets through cyber space and build webinars, seminars, global forum, global galleries, global libraries, global incubators of products and services supported by e-communication services and e-commerce alliances.

The concept also opens the doors for new enterprise to form that will create new/reinvented local employment, training, enterprise building and service support systems.

Economics Economies of scale suggest that global reach is a continuing reality and that moving beyond just an Information Age, into a Communication with the Energy Ages in conjunct strategy, enables the formation of ideas, creation of action programs, and the formation of recommendations for public and corporate policy.

Re-invention capacities are the “**coin of the immediate and a continuing sense of future**”.

Risks Part of the process of ethnographic and action research is to identify risks and to trial approaches to risk reduction.

Risks may be increased by lack of information, spirit, skills, drive, motivation, sense of initiative, access to resources and attitude. The majority of these risks can be identified and their influence reduced.

Risks that are maintained deliberately through power politics, withholding of information and resources, the retention of people within states of stasis and other may also be identified, and not so easily reduced.

RISK IDENTIFICATION AND RESPONSE

The following analysis identifies risks and the responses of this strategy to those risks.

1. Risk of Time – 6 months to initiate re-invention
2. Risk of Government Funding
With government funding the project would take three times as much funding to hire people to prepare reports, accounts, and justifications for funds expenditure. The public has a right to accountability of tax funds expended, but this right also bogs down “action” research. With government funding, the public often wants public hearings to vent their frustrations and also to access funds they perceive to be their “right of vote” instead of “right by work or action or co-investment”.
3. Risk of Political Process Dominated by Voice and Presence in Past Systems and Former Environment Management

THE PROCESS FOR RAPID ACCESSING OF INFORMATION AND IDEAS

Ethnographic research witnesses the challenges on the ground. “**Out of Australia**” has a team of artists, authors and architects of systems living and working in the area. These individuals are independent of government and are part of existing private enterprise in global communication.

Action research introduces change considerations and undertakes a rapid analysis of the dynamics, dimensions, paces of change and extrapolates the interactivity in efforts to observe cause (stimuli) and effect. Exponential and compounding effects of changes occurring on the ground can be viewed or discussed as realities or perceptions of realities. This form of action research also introduces and then trials creative and flexible communication approaches, adjusting to accommodate specific needs and changing motivations within an area. This research should be undertaken by an experienced professional in communication and often external of the politics local.

Often the action research approach introduces new information and options to the participating groups – which in effect will ignite emotion and motivation for change. Rather than attempting to listen to the anger and respond to it as would government political leaders and policy advisors, the action research specialist monitors the level of emotion which is often expressed frustration as individuals and communities are shaken from their comfort of past practice and also their emotional intelligence that has brought them to this region. Instead of addressing the anger, action research turns the emotion from frustration to action learning. Basically the individuals learn how to “re-invent” and to “design” futures given new realities. They may be encouraged to return to creative play and invention – as they did as children. Then rapidly new information and options are introduced and the professional team watches the groups create options.

Processes may take 2 minutes to 2 hours initially and then a program of 2 months with participating individuals garnering information, applying it and then advancing and adjusting the options with the professional team. The process is repeated and repeated until a pattern of change thinking has evolved with a few individuals who become or take one of nine different roles in change leadership.

While the groups/individuals are undertaking this process with researcher/futurist, the authors, artists and architects help participants with articulation, illustrations and models – basically helping people think and express themselves in multiple ways (visual, audio, vocal) so that they can deal with the complexities. The communication is forced to rapid pace to stimulate multiple minds and enable multiple players to participate instead of being overruled in consensus theory. This choice of action research is an important factor. Often leaders will not come from the political consensus group but rather the individuals who think outside of the group, the box, the corner or place of challenge.

Emotional Intelligence often is recognized rather than group social behavior and demands. This approach is very different from political process and social theory. The approach also has challenges in sharing the IP and information into progression channels instead of some individuals hoarding and controlling the IP. The pace is deliberately fast to encourage natural flow and progression with multiple players that may draw multiple alliances and markets instead of be contained by tactical playing of a few individuals and their limited “power-by-one” markets.

EXPECTED OUTCOMES

The approach often brings into play nine types of leaders who can work together to build futures. Each set comes from a different emotional intelligence, expertise and experience but each is drawn into progressing their communities and the opportunities economic, environmental, social and technology.

Professor Nell Arnold
Director, Out of Australia 61 07 3202 8940

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