



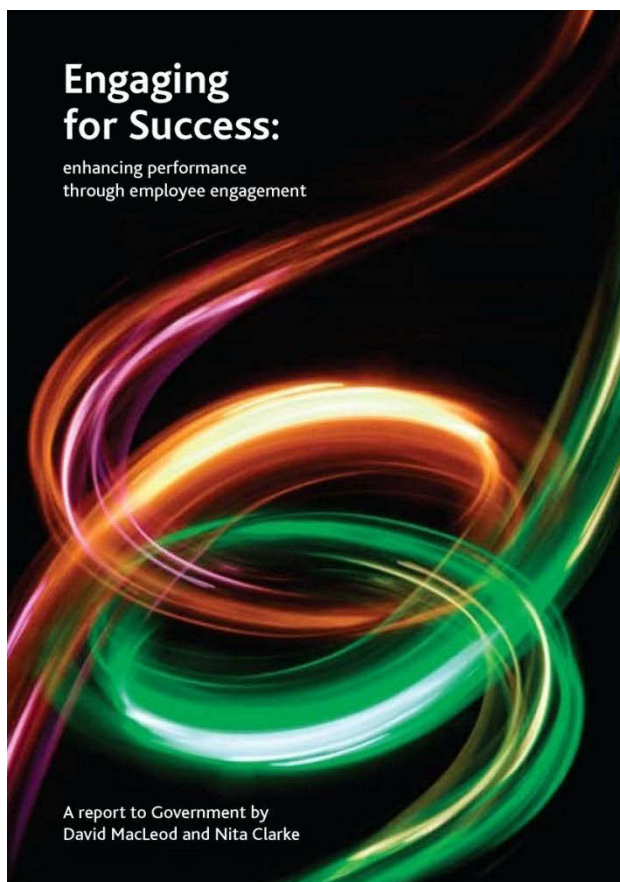
Learning from mobilising a nation for sustainable development

Lunchtime Seminar for Department for Business, Innovation and Skills (BIS)

26 January 2010







- *“We believe that if employee engagement and the principles that lie behind it were more widely understood, if good practice was more widely shared, if the potential that resides in the country’s workforce was more fully unleashed, we could see a step change in workplace performance and in employee well-being, for the considerable benefit of UK plc. ”*
- *“Engagement, going to the heart of the workplace relationship between employee and employer, can be a key to unlocking productivity and to transforming the working lives of many people for whom Monday morning is an especially low point of the week.”*
- *“Where this happens, ... the results can be transformational – because employee engagement enables an adult, two-way relationship between leaders and managers, and employees, where challenges can be met, and goals achieved, ...”*
- *“The way employee engagement operates can take many forms – that is one of the most fascinating aspects of the topic – and the best models are those which have been custom-developed for the institution*

Source “Engaging for Success” at pp 3-4,
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... but we were privileged to work at the level of a Nation State



*Looking at our past, present and future, where do we want to go
and how can we passionately engage our associates to get there?*

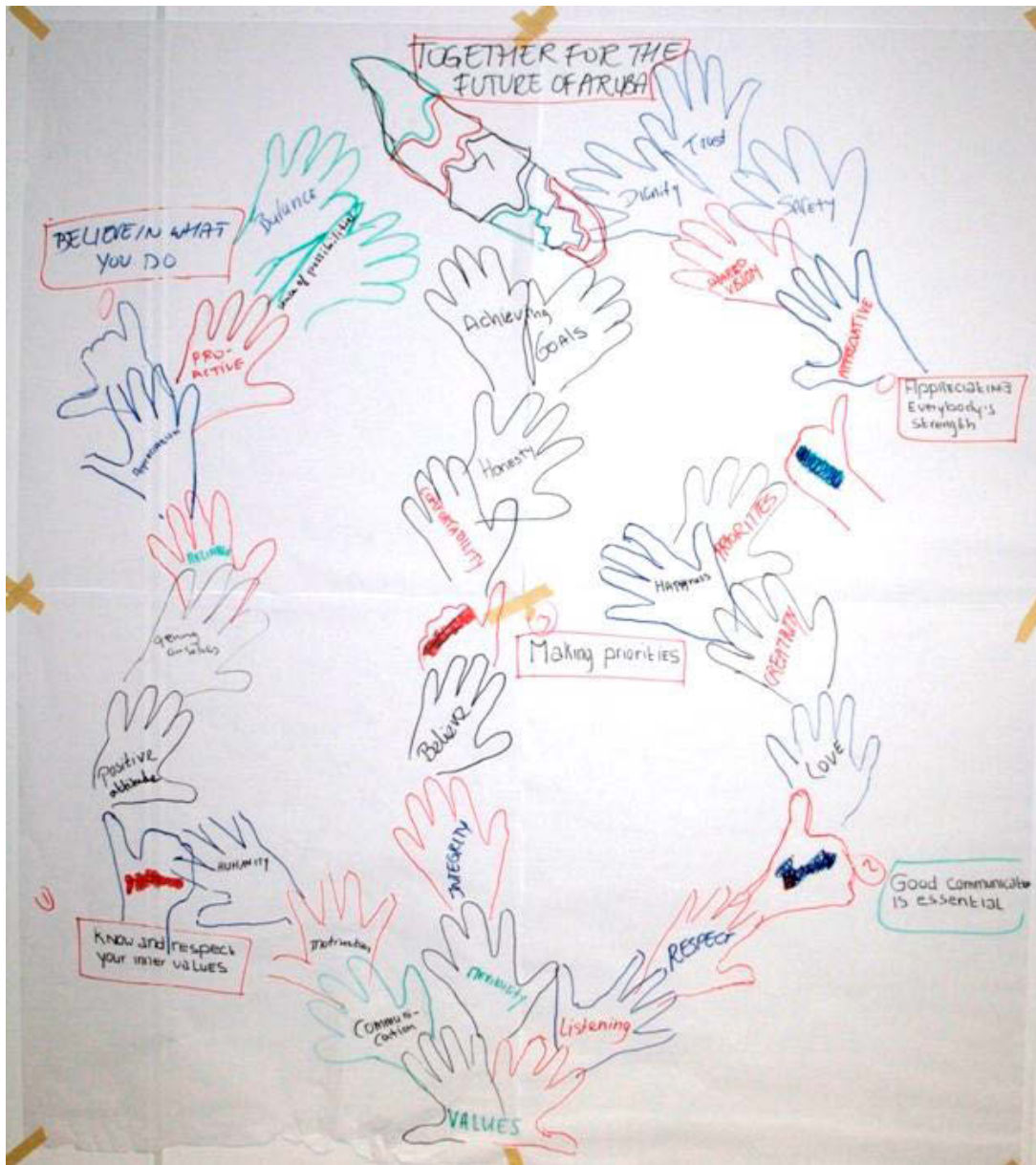




- ... was developed by 12 Commissions comprising volunteers working together in their own time taking action on ...
 - Energy Management
 - Environment
 - International Financial Center
 - Community Based Initiatives
 - Governance
 - Socio-Economic Structures
 - Nation of Innovation
 - Sustainable Tourism
 - Sustainable Food Supplies
 - Sport & Nutrition
 - Culture
 - Lifelong Learning and Personal Development
- ... for "A Sustainable Aruba that is developing for the benefit of all people and stakeholders of Aruba and that has a future for our children and our grandchildren which will make them proud to be Arubans"

... can be found at <http://www.nosaruba2025.aw/>

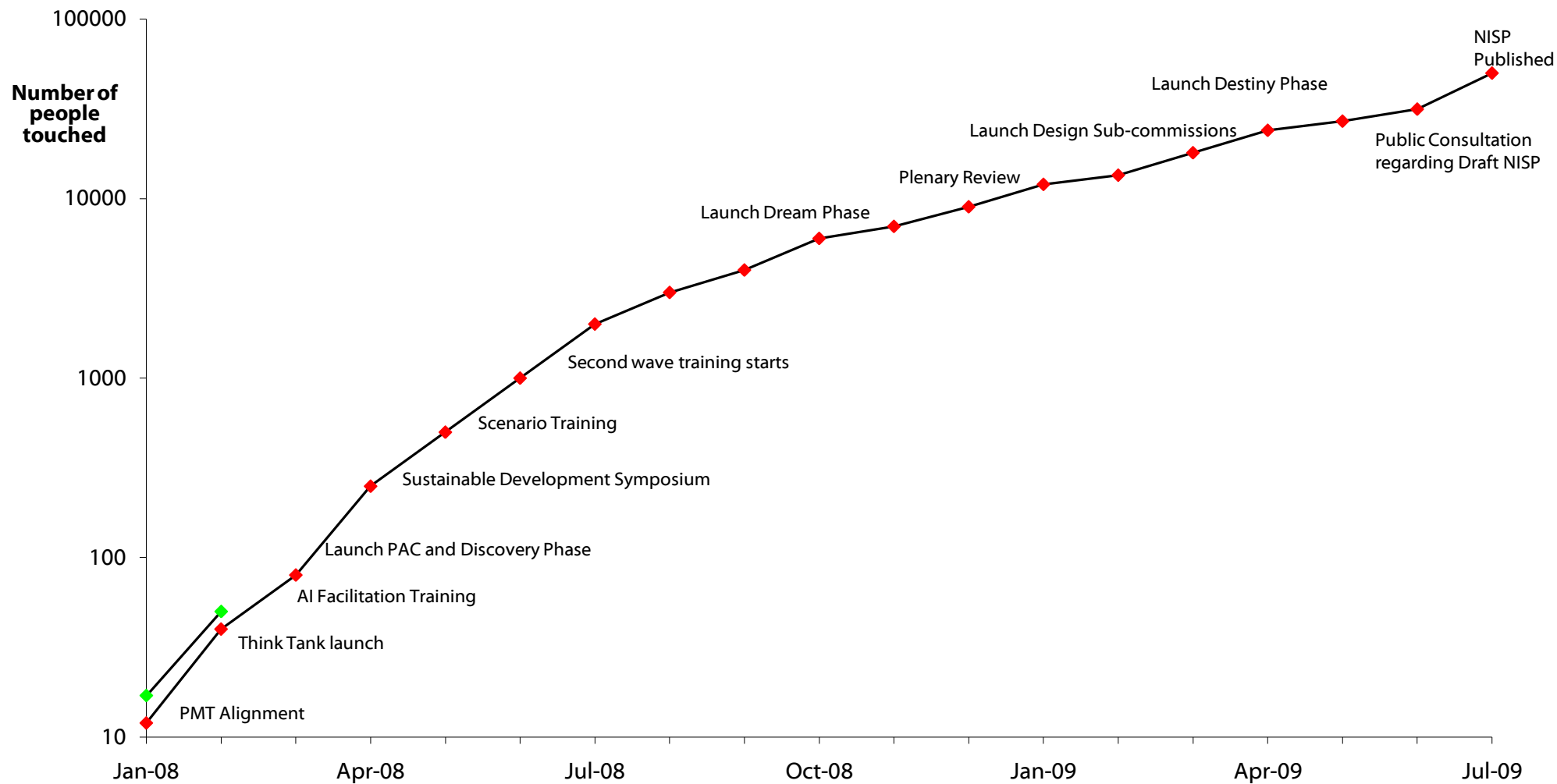




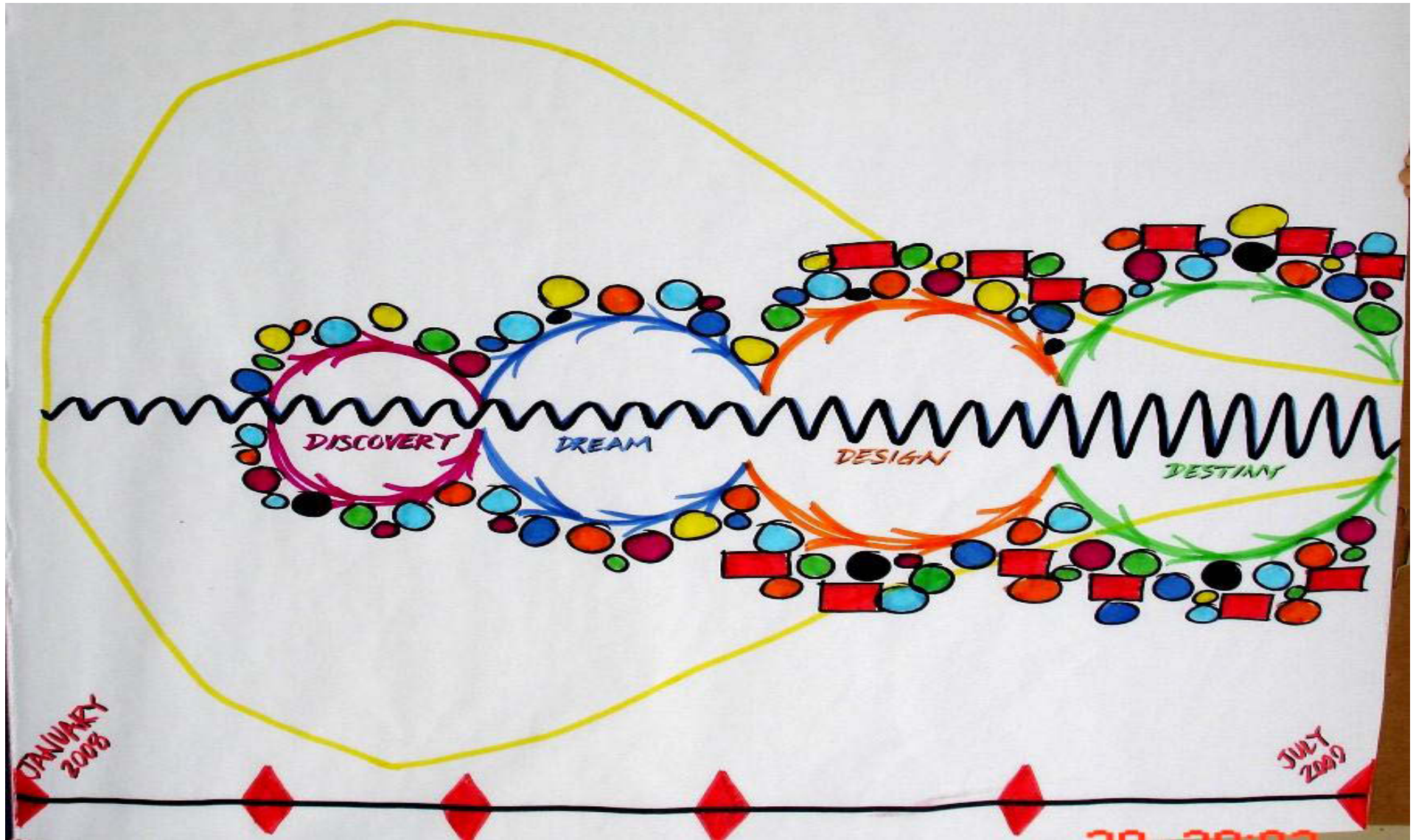
... with people working brilliantly
“TOGETHER FOR THE FUTURE OF ARUBA”



... that engaged from one individual to families, to communities, to one happy island



... and commitment to the NISP



... large scale, whole system and has led to the institutionalisation of the planning process



Discovery of the Positive Core

What is the best of where we've come from and what we are now; what makes us feel alive & inspired; what are our strengths



Dream of the Desired Future

What 'might be'; what future do we want to see; what can we dream that will be even better than now



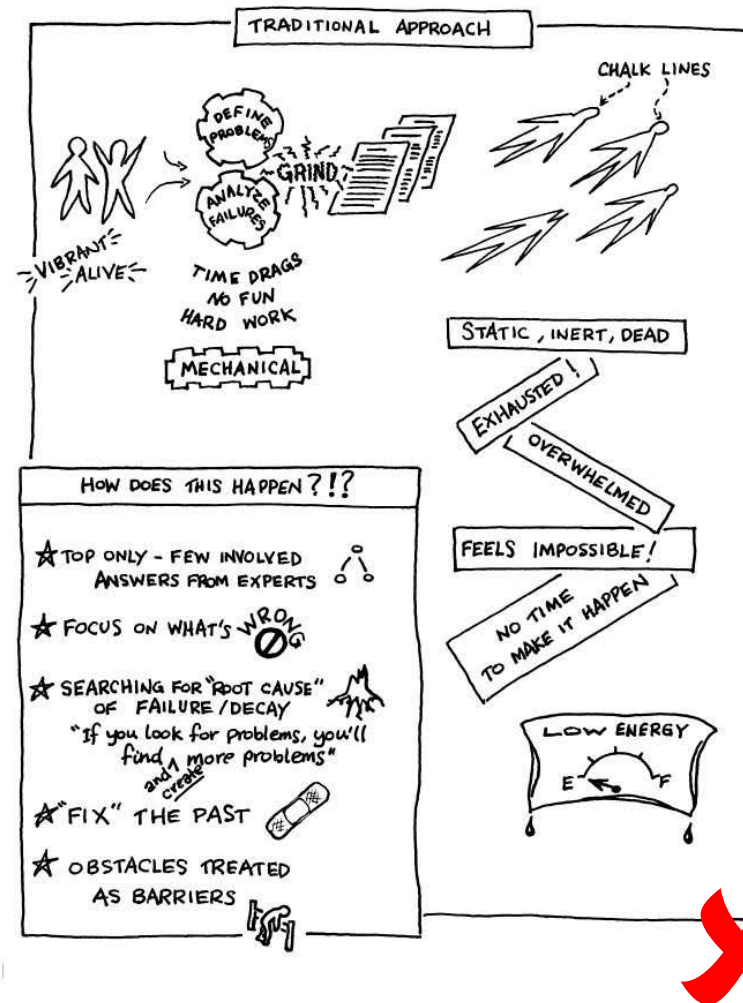
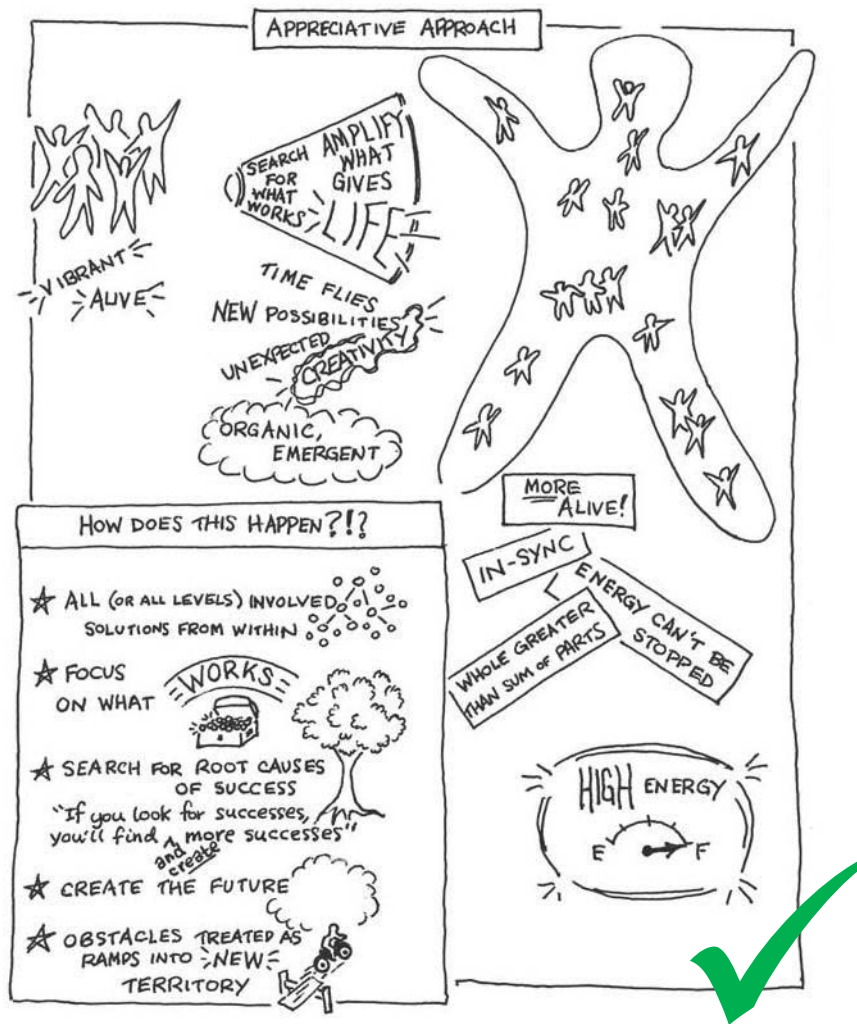
Design of the ways this Can be brought about

What do we need to put in place to create the dreams we want eg. projects, activities & plans, in addition to processes, systems and collaborations.



Building the plan to achieve this Destiny

What actions are we committing ourselves to, individually and collectively.



... in generative conversations grounded in the true strengths of Aruban society



Creating a sustainable future comes as Islands are facing a growing number of **pressing** issues. For example, the vulnerability of the Island in a **volatile** global energy market, possible **interruptions** in travel and critical food supplies, threats to **fragile** island ecosystems, and the ever increasing numbers of residents and visitors all raise questions about the direction of the Island, the long-term limits of

growth, and the need **to plan**
and act now to assure that
the preferred **future** for the people of the Island
is met.

The Goal

*Develop a people's plan where
economic, social and environmental
objectives are in alignment*

... and challenged people to be successful whatever the outcome of these uncertainties



What will our
Island be like
in 20 years?

What kind of jobs
will our children
and grandchildren
have?

Do our children
and
grandchildren
want to live
here and can
they afford it?

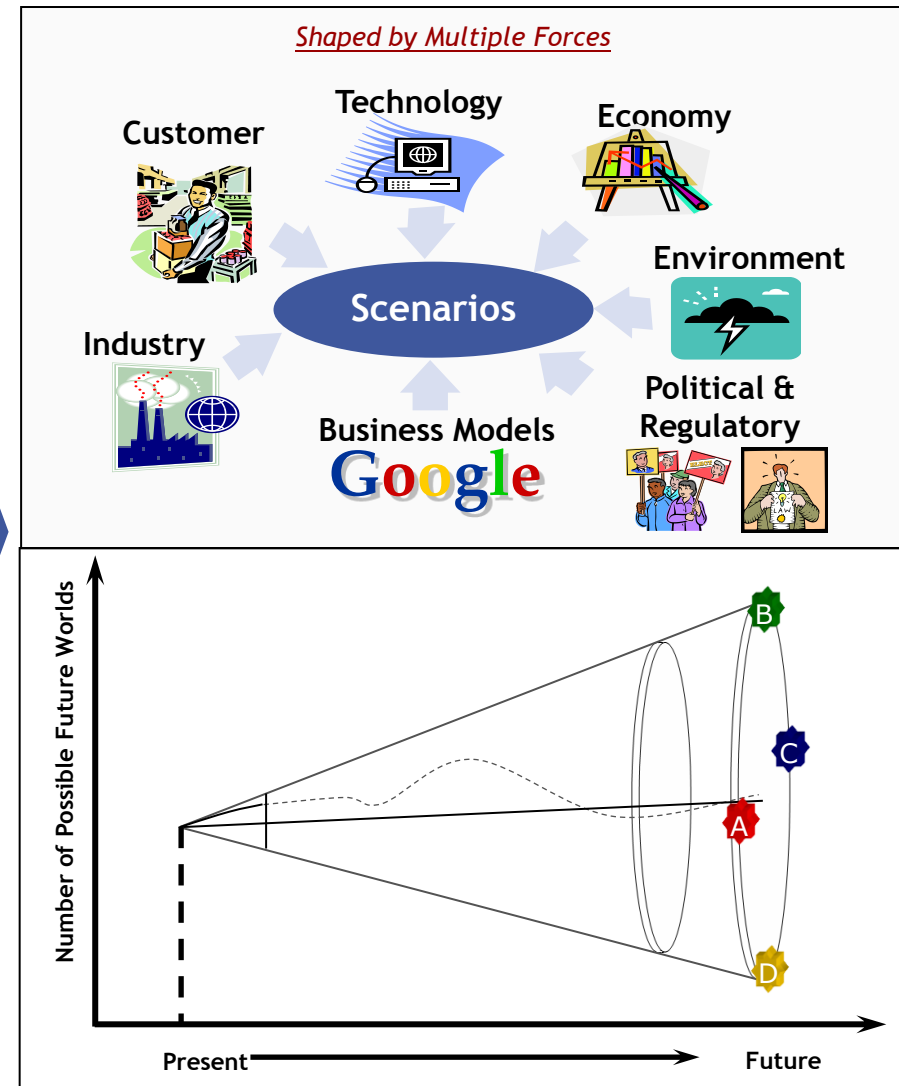
How will we
care for our
land and ocean?

What will our
relationship
with our
neighbour
countries be?

Can we sustain
our spirit and
unique values
for future
generations?



- Scenarios are shaped by multiple types of forces
 - Social
 - Technology
 - Economy
 - Ecological
 - Political
- Scenarios draw attention to possibilities we may otherwise not have taken seriously
- Scenarios create “memories of the future”, allowing us to recognize “weak signals” as the future unfolds



... and challenged people's imagination as they developed 'future histories'



Poem by: Roland Peterson, 9 September 2008
Photograph: Aruba National Archives

*Don Pancho Ras
Standing in front of his "cas".
Stomach flat
Wearing his hat*

*No window, no threshold
Always welcome, young and old.
Above all
Standing proud
Standing tall*

*Today Don Pancho
Is there no more
Can't remember how it was before*

*Oh ... how wonderful it would be
If Don Pancho could share with me
One year after 2024
To remember how it was before
And to see
How it is going to be*

... and we witnessed powerful plays, singing, poetry and pure storytelling

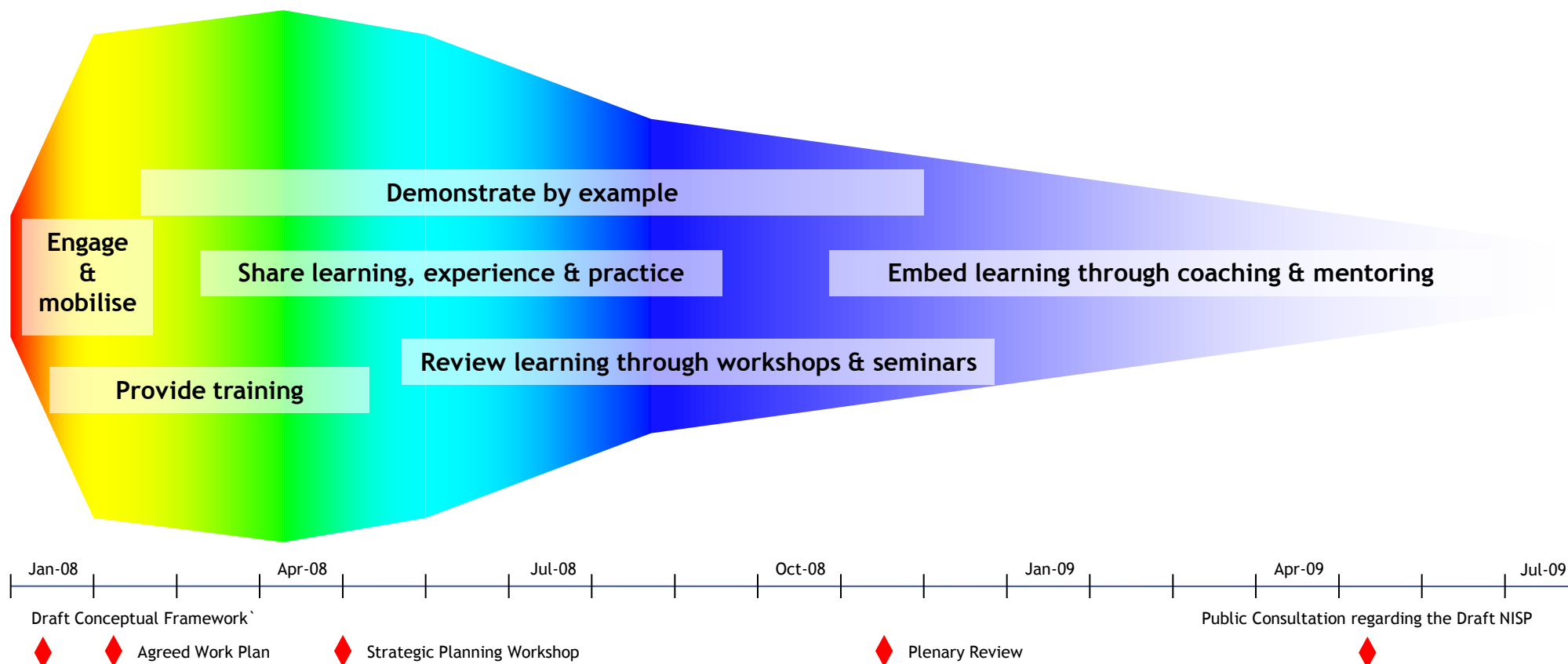


Our approach was designed to embed learning within Aruba ...

BIS Seminar
26 January 2010

Wikima Partners (Aruba) Limited contributes

- Rapid engagement and mobilisation of project teams – building awareness of what is required for success
- Shared learning, experience and practice - enhancing knowledge, skills & capacity in Aruba
- Coaching & mentoring – ensuring practices & process are sustainable



... so that the integrated strategic planning process is sustainable



You are planning for what YOU will do to make this vision of the future real.

That means that if you need permissions from others or access to resources that you don't have, your job is to plan how to get both the permissions and the resources.

You will also manage your time in relation to all the work that you do in addition to what comes out of this process!

This approach differs greatly from the usual process in that you ARE NOT planning for what you want someone else to do.

It is not about giving the "leaders" your opinions and ideas alone.

You are imagining your own future and, in order to make that future real, a major part of your task is to create the environment and resources needed to make it happen

... encouraged people to take personal accountability for delivery



- **Involvement** - Over 50% of Aruban were involved and committed to the process, both at home and at university in The Netherlands and the USA
- **Taking Leadership** – People stepped forward to take real leadership in developing the details of the plan through the 12 commissions and public participation
- **Working Together** – Government Departments and Stakeholders discussing the future and competition for resources in a meaningful way rather than acting as islands of ideology
- **Taking Accountability For The Future** – People no longer waiting for Government to fix all the issues in society
- **Broad Political Support** - New government adopted NISP as a key plank of government policy
- **Deployment** – long held Dreams becoming a reality, alternative energy, co-ordinated action to achieve prior aspirations that had not progressed



Last Wednesday I went to the Integration Symposium for the Nos Aruba 2025 project.

The opening part was well attended, a full house carrying three ministers, some members of parliament and other stakeholders from our community.

DEZHI did a wonderful job in facilitating the event and the four integrated presentations reporting on all 12 commissions was to the point.

At the end of the day three members of parliament were still present and one took it upon herself as point of action to create a specific parliamentary committee to monitor the Nos Aruba 2025 project.

Please convey my message to your partners who were involved in this project.

Thank you for what you have done for Aruba!

Peter

drs. C.P.J. Auwerda

Adjunct Directeur der Belastingen

Directie der Belastingen



- The vision, courage and tenacity of the initiating sponsors was critical to success
 - a testament to a resilience that is a latent strength within the Aruban culture
- A highly appreciative and participative process was able to address unspoken themes
 - deeply held cultural assumptions and prejudices had to be overcome
 - surfaced passion and patriotism in Aruba that has been harnessed and enabled by the process
 - unleashing of the potential for change that was already deep in many people's hearts and souls
- A constant cycle of participation slowly built a critical mass of people
 - Awareness, Involvement, Commitment, Results, Recognition, Motivation
 - over half of the population (and students studying abroad) engaged in the process over 2 years
- Three cycles of learning at all levels of society
 - Awakening, Broadening, Stretching – ensured learning embedded in practice and action
- Small actions made a big difference
 - e.g. getting off tax-haven "black list"
- Government departments talking together, often for the first time
- People taking leadership
 - from all sectors of society
- Support and commitment from new government
 - incoming government, in September 2009 led to an ever deeper commitment to support the plan

... that the government and people of Aruba became ***ready, willing & able*** to take personal accountability for the sustainable development of their island economy



issue of shares

BOA

Boa industries
of Aruba N.V. \$1.000

your investment to
Success





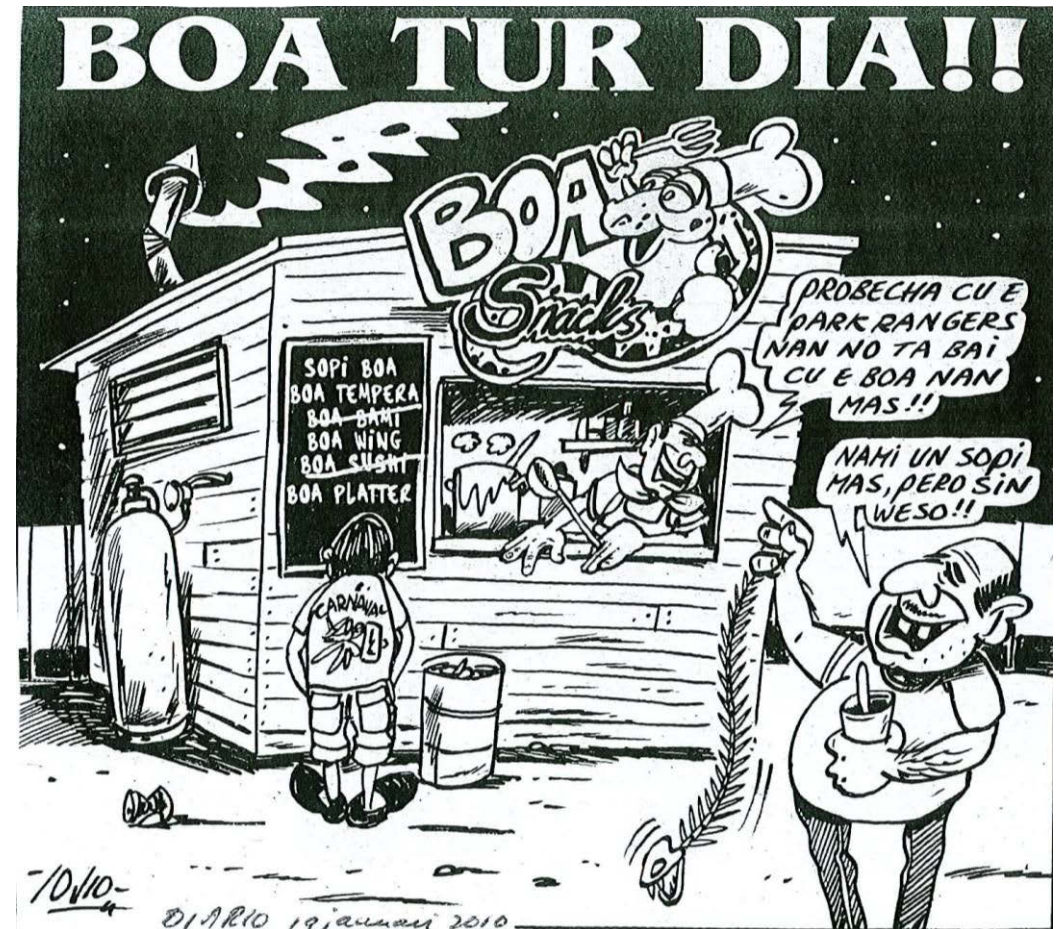
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By order & underwriters

R. Croes

P. Aawerda

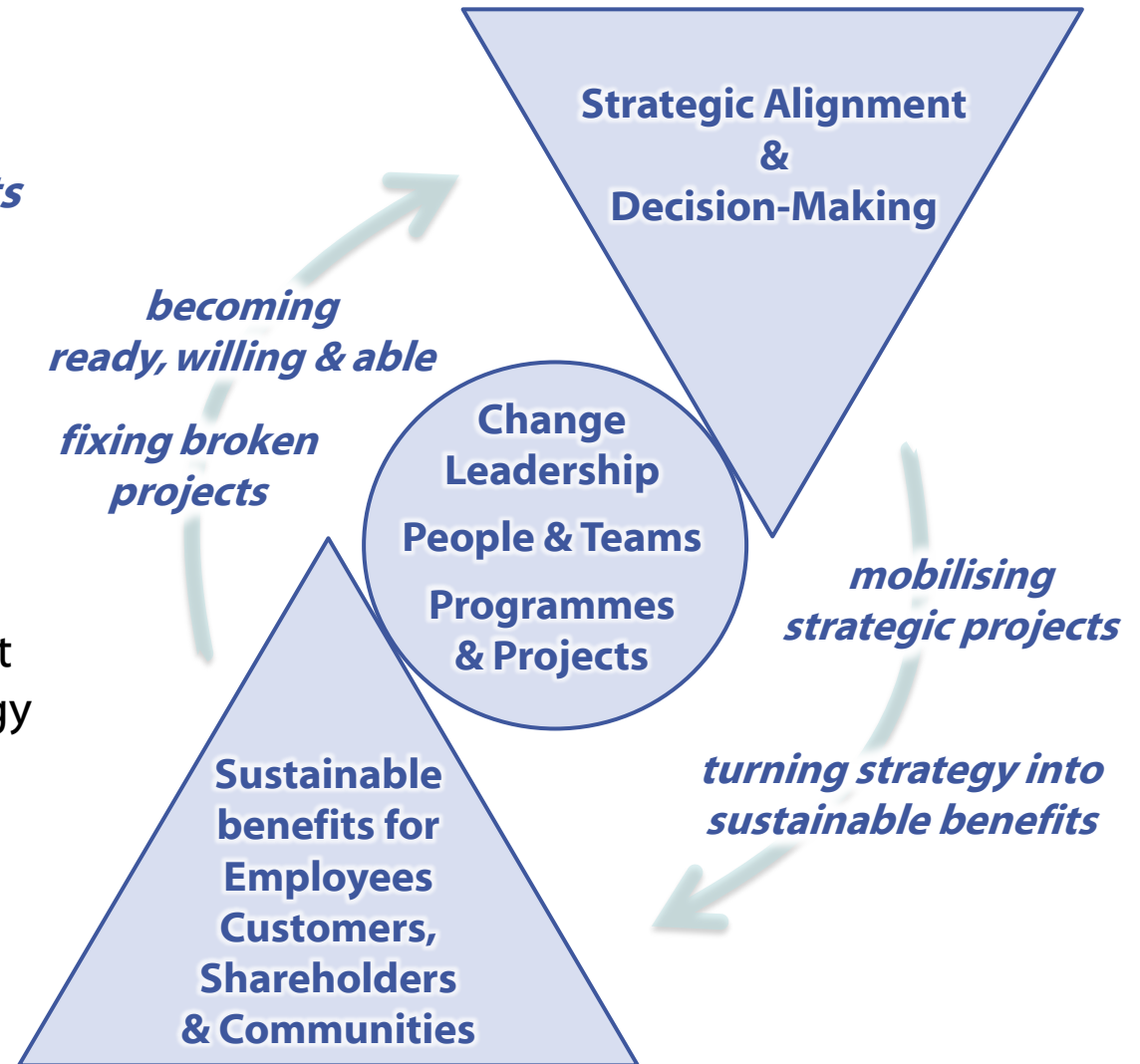
Contact address
Aruba Peace Center # 1
Parke Arukok frontier
ARUBA

... continue to be explored,
in this case as part of sustainable food supply



- ...work with organisations to **turn strategy into sustainable benefits** for employees, customers, shareholders and communities
- ... advise and guide on how to become **ready, willing & able** to meet the challenges of change and complexity
- ... **mobilise** strategically important projects of business and technology change
- ... **fix broken projects** and put them back on track to deliver sustainable benefits effectively



- ... deliver timely and relevant results
- ... keep things as simple as necessary
- ... build on insights into what has worked before, and why
- ... appreciate and build on the strengths of your organisation and your people
- ... work in highly collaborative and participative ways
- ... encourage your staff to learn, explore, and apply their learning
 - thus increasing your in-house knowledge and capability to deliver ongoing benefit

... work with you to ensure that you are ***ready, willing & able*** to realise sustainable benefits from your strategy and projects

- a truly international network of resources
- practitioners of change leadership and programme & project management with deep experience
- each have at least 10 years experience in Big Four consulting firms and/or Blue-Chip organisations prior to joining Simplicity
- all hold relevant qualifications, accreditation and professional memberships
- “demonstrate the highest standards in professional consultancy”
 - recognised as a Premier Practice by the Institute of Business Consulting
 - the UK’s professional body for management consultants
 - We are proud to be one of the few firms to hold this status
- nominated for “Best International Project Award 2009” by Institute of Business Consulting for our work in Aruba





UK based engagements

- Association of Train Operating Companies (ATOC)
- British Broadcasting Corporation
- Hewlett Packard
- Honda Motor Europe
- Morgan Est
- Virgin Mobile (plus Australia)
- YouGov

UK Charities

- Citizen Advocacy Information & Training (CAIT)
- Home-Start North and Mid-Beds
- Milton Keynes Women & Work
- Central Sussex CAB

International engagements

- Atos Origin
(The Netherlands)
- Government of Aruba
(Dutch Caribbean)
- KPMG
(Southern Asia)
- Ryder System Inc
(USA)
- Siemens AG
(Munich – Global)
- Cable & Wireless
(Global - Caribbean)
- DuPont
(Geneva – EAME)



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