

A MESSAGE FROM CRR GLOBAL'S CO-FOUNDERS

Marita Fridjhon

Fifteen years ago, Faith and I approached then CTI President Jim Patterson and CTI co-founder Karen Kimsey-House with a proposal to sponsor a new, small training offering in Relationship Systems Coaching (ORSC).

Our work as therapists, consultants and coaches was deeply rooted in Modern Systems Thinking and Army Mindell's Process Work Model. The Co-Active coaching approach was deeply resonant with our thinking. We believed it would be a great launching pad for team and couples coaching, as well as a natural extension of Co-Active coaching.

When Karen, Jim and CTI said "yes" to our proposal, it became one of the most significant turning point in our lives and set the trajectory for what today is known as Organization and Relationship Systems Coaching, the first systems coaching program to be accredited by the ICF.

Through CTI, the very first Fundamentals of Organization and Relationship Systems Coaching course was produced on June 29, 2002. It was presented through CTI in San Rafael with Faith and myself as leaders and many of our CTI colleagues as participants! The rest is history! In celebration of that starting

date, we want to extend our deepest appreciation to CTI and the profound impact that Co-Active Coaching has had on our work and in our lives. To this day, there exists deep respect between our two companies and strong collaborative ties across the globe. Without CTI, none of this would have been possible. We want to celebrate the five leaders who stepped up with us and said yes to something they had never seen before! Thank you Cynthia and David Loy-Darst, Gail Barry, Grace Flannery and our beloved Jim Patterson. We are forever in your debt.

In 2007, after deliberations with CTI, Faith and I took the material in-house and into our own company, Center for Right Relationship. September 29, 2007 then marks the first ORSC Fundamentals produced by CRR Global (then Center for Right Relationship), in Toronto. The first ORSC Certification was launched in February, 2008.

Our Faculty grew from 7 Front of Room Leaders in North America, to a global Faculty of 55 including Certification Faculty. We currently have partners in 15+ countries and over 480 certified practitioners around the globe. Our name changed to CRR Global in 2010. Over time we expanded our coaching model

to include innovative theories and programs in Relationship Systems Intelligence (RSI) and Systems Inspired Leadership (SIL). We are in the throes of current world events and we, as practitioners of this work can, and should, contribute to systemic evolution like never before!

Our celebration ultimately is with and about YOU who stepped into this journey with us, whether as leader or supervisor or licensee or partner or student or practitioner. There is not one human endeavor that doesn't involve a relationship and YOU indeed are the change agents this world needs.

Our unshakable belief is that relationship matters... from the living room to the board room. Thank you for being part of CRR Global's journey and for the powerful difference you are making on this planet that we all share.



Marita Fridjhon
CEO and Co-Founder



Faith Fuller
President and Co-Founder

NEW

Now only 15 seats available at the **SPECIAL INTRODUCTORY** price of **\$299 USD** so hurry and register today!

Leaper's Telecourse

Thursdays, September 7-21, 2017

This live on-line learning opportunity is now available to anyone, anywhere!



This new telecourse offers contexts, tools and exercises to support the successful navigation of change. With this Change-Workshop-in-a-Box, you will receive everything you need to work with your clients and teams around response styles to change.

This includes: 6 hours of training (three 2-hour modules in September) with **Faith Fuller, President** of CRR Global; a facilitator's guide; and 5 participant manuals to get you started.

Faith is hosting a free Information Call July 20, 2017, 11am-Noon Eastern **To register** for this call, **please visit:** <http://bit.ly/2tmsOWr>

For more information on this Telecourse: [CLICK HERE](#)

REGISTER FOR THIS TELECOURSE

DELOITTE HUMAN CAPITAL TRENDS STUDY

In Deloitte's 2016 study of Global Human Capital Trends, 7000+ HR and business leaders were surveyed in 130 countries. Below is one of several findings from that report that relates to the importance and timeliness of working effectively with teams. For a copy of the full report, visit: <http://bit.ly/2fyIf7K>

92% of the leaders surveyed indicated this as "very important"	Notes
Organizational Design 92%	<p>A new organizational model is emerging: a "network of teams".</p> <ul style="list-style-type: none"> - Only 21% feel expert at building cross-functional teams. - Only 12% understand the way their people work together in networks. - 45% report their companies are either in the middle of a restructuring or planning one (6%).

NEWS FROM AROUND THE GLOBE

SINGAPORE

CRR Global's Partner in Singapore, Elfarina Zaid, shared ORSC tools with an audience of close to 200 delegates at the APAC Coaching Conference, May 2017 in Bangkok, Thailand. The conference is an official event held by Asia Pacific Alliance of Coaches, co-hosted by the International Coach Federation (ICF).



NETHERLANDS

The first ORSC alumni event in the Netherlands took place this past spring – with thanks to the great efforts of Dutch alumni leader, Wim van Veen! The event was organized by the local ORSC community and Schouten Global (CRR Global's partner in the Netherlands) and co-facilitated by ORSC leaders Lori Shook and Judy Van Zon. The theme was around Co-facilitation and Co-creation, sparking a lively discussion on how to build the Dutch (and Belgium) ORSC community.



NEW

CREATING COACHING CULTURES

A Systems Approach

*Training for Organizations
(ICF accreditation in progress)*

This new program is designed for internal coaches, managers, OD/HR professionals, and business unit leaders. In response to demand from organizations that want to bring a consistent, systems approach to their coaching, coach-approach and coaching culture efforts, CRR Global is offering its renowned ICF-accredited, experiential coach training series in a shortened version (60 hours), designed specifically for organizations, with an emphasis on how to create coaching cultures.

Program Components:

- The foundations of ORSC methodology – approach, skills, tools
- Theoretical and practical mental models underlying all change management
- Enhancing one's awareness of what's trying to happen in the organization
- An exploration of roles, paradoxes and diversity in relationships
- How to boost productivity and build intelligent teams
- The ethical and business complexities of holding the dual role of coach and manager

This program is currently designed as eight (8) face-to-face days and twelve (12) hours of virtual work to anchor the learning.

Stay tuned for more details!

WORLD WORK PROJECTS

As part of CRR Global's Certification Program, students must complete a *World Work project*. This allows students to apply the ORSC materials in the real world and develop themselves as change agents. Below are some inspirational stories from the Peridot Cohort Certification students. *World Work projects* will become a standing feature in CRR Global's Newsletter.

If you would like more information about any of these projects, please email info@crrglobal.com and if you have completed Certification and would like to share your World Work project either through the newsletter or through a blog post please email info@crrglobal.com and we'll arrange a time to have a conversation!

Floyd (USA)

World Work Project Summary:

Helping veterans reclaim and re-invent their relationships at home after returning from combat deployment.

In the US military, 2.47 million men and women have been on rotation overseas. When they return stateside, many find their relationships at home are strained by the long periods of separation, post-traumatic stress, etc. As a veteran himself, Floyd unhesitatingly selected this initiative for his *World Work project*. Floyd wanted to offer coach services on a large scale – folding coaching into other support services that were already being offered to veterans. He began with enrollment conversations with various veteran groups to

assess needs and interest and aligned with a local veteran services center. Floyd is currently working with that group to assess what ORSC tools and training would be most helpful to the staff and volunteers who are interfacing directly with veterans and will help to secure funding for a pilot training project. With the learnings from the pilot, Floyd hopes to expand this program to other veteran centers.



Floyd photographed coaching a couple

Stay tuned for more details!

Want to know more *now*? Please contact: info@errglobal.com

CRR GLOBAL COACH TRAINING SERIES

Dates & Locations Worldwide



For a complete listing of **course dates** and **locations** around the globe, please visit:

<http://www.errglobal.com/course-locations.html>

SPEAKING ENGAGEMENTS

WBECS

Marita Fridjhon presented at the online World Business and Executive Coaching Summit (WBECS) on June 21, 2017. Her theme was: *Coaching Intelligent Teams - Leading with Relationship Systems Intelligence*. While team coaching is a rapidly expanding coaching modality and a key focus for the modern leader, the individual focus on team members often continues to distract the attention from what is emerging for the system (the team or the organization). Marita's session addressed provocative questions and offered critical tools to address this

Elisabeth (Oman)

World Work Project Summary:

Supporting and empowering young Omanis through ORSC coaching.

The statistics show that only 12% of Omanis work in the private sector while the rest are expats. There is an urgent call for young Omani graduates and women to the enter labor force (especially the private sector), ensuring In-Country Value (defined as the total spend and retained in country) where the contributions of Omanis are recognized and valued.

As an in-country value specialist, I wanted to focus on Omani women and young graduates and was searching for organizations that would support my mission of supporting and empowering these critical categories of Oman society.

sponsors. I found two organizations, one supporting young graduates engineers and another that supported women entrepreneurs. I began working with these groups, using ORSC tools to help them focus on soft skills and to learn how to work effectively in a team and be successful as a leader. ORSC is all about systems (whether it is an organizational, team or family system) and in Oman, the family systems are very strong. You can feel this everywhere. Because Omanis are so connected with their families and in such deep relationship with them, they understand the ORSC language in many ways!

There were many magic moments in my work with these young Omanis. The string exercise evoked self-awareness and the understanding that we are all at choice. The wheel of life

and the designed team alliance (DTA) allowed them to speak freely and explore their place in the world and discover their value. This *World Work project* was an eye-opener both for the participants I coached and for the organizations.



Elisabeth photographed using the wheel of life with young Omani graduates

I realized it was a challenge to do this alone and without some kind of support system. Being a Board member of ICF Oman. I was asked during that period to organize the International Coaching Week Oman which gave me access to facilities, resources and

ORSC is universal. I've lived in Kenya, the Netherlands, Nigeria, and the Middle East and ORSC is what binds us in talking the same language. I knew from the time I took Fundamentals of ORSC that this work is what is needed for the world and what I need to do.

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addressed provocative questions and offered critical tools to address this need. Marita will be presenting at WBECS again on January 25, 2018, 9:00 AM Eastern Time where the topic will be:

*Systems-Inspired Leadership;
Discovering Team Intelligence.*

For more information

and to register for the full

Summit, visit: <http://www.wbecs.com/wbecs2017/>

Leapers, Bridge Builders, Tradition Holders:

Toronto, June, 2017

CRR Global hosted an evening event in Toronto, Canada in June where 65 attendees joined Faith Fuller and Marita Fridjhon, co-founders of CRR Global, in an interactive exploration of various response styles to change.

For more information on the new Leapers Teleseries visit: <http://www.crrglobal.com/leapers.html>



CRR Global Event in Toronto, ON

Wael (Lebanon)

World Work Project Summary: Building tolerance between Syrian refugees and host communities in Lebanon.

Wael originally intended to work with adults in municipalities and cities with refugee populations and switched his focus to working with kids to address a troubling issue. There are 4 million Lebanese and 2 million Syrians living in Lebanon and tensions can run high. Syrian kids are often bullied, so much so that Lebanese children go to school in the morning and Syrian children in the afternoon. Wael decided to use improvisation, Lands work and Alignment work to build bridges between two groups of teenagers. He has developed a series of five workshops, working with Syrian and Lebanese teens separately. He had each group work on a short ad for their country, and then asked them to imagine what life would be like in the other country.

Wael will be filming the classes so that the teens can see each other and will ask them what they think was

similar about the other group, what had they learned, what was true. (This is an example of alignment coaching without the other party being there.) Then, asking the question “now that you know what you know,” he will have each group do another video of what they think life is like on the other side of the border. His plan is to book two rooms in the school, with neither side knowing the other is there



A group of Syrian teens pose for the camera, in a refugee camp, Lebanon, 2015. Photo: Claudine Boeglin

and have them watch the videos – what’s similar, what did we get right, and so on. He will offer the opportunity to each group to meet, as up until then they will have only known each other through video. If both sides agree, the final step is to bring the two groups together face-to-face to co-create a play about their common border and explore how to bring this increased understanding and collaboration to the community.

MEECO Conference

Marita Fridjhon spoke at the MEECO Conference (Measuring Excellence in Executive Coaching, Employee Engagement, and Corporate Culture in Organizations) in May in Sonoma, California. Her session focused on the application of modern systems thinking to executive coaching and discussed the challenges and pitfalls of not holding the systemic view while working in the individual frame.

Interested in having **Marita** present at your conference or executive retreat? **Contact:** info@crrglobal.com

WE BELIEVE RELATIONSHIPS MATTER

A posting recently appeared, written by author and Wharton School professor, Adam Grant. He has co-authored a book with Sheryl Sandberg, COO of Facebook, entitled *Option B: Facing Adversity, Building Resilience, and Finding Joy*

Excerpt from Adam Grant's Posting:

For the past two years, Facebook COO Sheryl Sandberg and I have been studying what it takes to face adversity and build resilience. We just published a book, *Option B*, on what we learned about finding strength when Option A is off the table.

One of the big “aha” moments happened when Sheryl told me about something she learned from a late friend of hers, a therapist. I always thought there were two parties in every relationship. Sheryl said there are three: you, the other person, and the relationship itself.

THE SYNERGIES BETWEEN ORSC™ COACHING & AGILE COACHING

Zuzana (Zuzi) Sochova

Two years ago, I did extensive training on Organization and Relationship Systems Coaching (ORSC™) through CRR Global.

Coaching teams is something Scrum Masters do every day and I was looking for some additional perspectives. I also felt that coaching organizations as an entity could move Agile transformation to the next level and the ORSC framework could give Agile coaches new tools to make it happen. So I was in.

I'm going to share a few of my favorite concepts which I found easily applicable and highly relevant in the Agile environment.

#1 DTA – Designed Team Alliance

I apparently knew this concept for a few years as it has been introduced at an Agile Coaching Institute class: ‘Moving to the Next Level’ (which was created together with ORSC leaders). However, it took me some time before I fully understood the importance of such an agreement. What is it about? Seems to be simple – let the team agree how they would like to be together, what makes them a great team, and what are they going to do if things get difficult. Actually, it's quite similar to the retrospective, except you do it up front. You might link it to the futurespective, as that is kind of similar as it looks forward, but it's still something else.

by itself. It will tell you if there is something wrong. And your entire job as a System Coach is to listen for those signals and reveal them back to the system so that the system can react and possibly solve the issue or improve itself.

#3 Three Levels of Reality

This is a concept which made my day. At the beginning, it had been completely incomprehensible. I was lost. Our trainers mentioned we may only get it at the end of the module. But I was completely desperate. What did it mean??!! But some time during the last day of the module it got to me all at once. And I realized that understanding this concept is a key factor for thousands of situations I've been trying to improve in my Agile Coach work.

What is it about? There are three levels of reality: Sentient Essence, Dreaming, and Consensus Reality. You often need all three to succeed. And I, as a System Coach, can help to navigate individuals, teams, and organization through essence to start dreaming and through that to understand or change their consensus reality. It's very powerful. And if you feel like it sounds too fluffy, just note I struggled a lot with it at first.

I found this concept specifically important in a visioning workshop at both product and company level. Companies often make the same mistake to jump right away into tangible, measurable things without an understanding of the fundamental question of who we are. To understand that, it's great to move to the essence and investigate the ultimate purpose, the invisible intangible force which keeps us together. You are not one company

Although the therapist was talking about romantic relationships, Sheryl found the same to be true for work relationships. She taught me that the key conversation is not “who’s at fault?” but “how can we work better together?”

Most of the time, when someone fails, it’s not because there’s a bad apple spoiling the barrel. It’s because the barrel is a bad relationship.

In other words: It’s not me. It’s not you. It’s us.”

This is perfectly aligned with CRR Global’s *raison d’etre*. The heart and soul of Relationship Systems Coaching - one of CRR Global’s core beliefs is:

We believe relationship matters, from the living room to the board room.

CRRGlobal.com
111 West C Street, Suite A
Benicia, CA 94510
US/Canada: 866.435.5939
International: 01.707.534.3239
Email: info@crrglobal.com



but it’s still something else. With DTA we focus on relationships and not so much on the potential problems and solutions. You need to coach the team to stay out of those concrete solutions because even if they brainstorm a lot, they never come up with every possible future issue. So we are looking to the system from the top, trying to straighten its connections to survive any potential difficulties.

#2 Everyone is right but only partially

When you start to look at the group of people as a system, which you can imagine as looking down on the team from a very high distance, the particular issues and problems are not so important from that point of view. You are focusing on the linkage among the people instead of individual persons or their problems. From such a viewpoint, this System Rule – Everyone is right but only partially – is extremely helpful. It helps you to coach the system and not allow yourself to take sides. Moreover, every system is intelligent

us together. You are not one company because of processes, rules, and KPIs. You are one company because you share the same purpose and philosophy. Only once you are able to sense it, you can talk about dreams which could be later transformed into goals and plans and finally the measurable facts of Consensus Reality.

Take your time. Vision defined in a hurry is lacking the unifying aspect and despite all the effort can only drive you into a dead-end street. The Sentient Essence level is the energizer. Understand it right and skyrocket your success.

Recommendation

I would highly recommend ORSC training to all Scrum Masters who want to move their role to the next level and focus more on the organization and systems than individual Agile practices. And the same is true for Agile Coaches, because without this training you are not a true Agile Coach.

This article was written by: Zuzana (Zuzi) Sochova, Agile & Enterprise Coach; Certified Scrum Trainer; Author of *The Great ScrumMaster: #ScrumMasterWay Book*; and Board member - Scrum Alliance.

To read a copy of Zuzi’s full article, visit: <http://www.crrglobal.com/orsc-agile.html>