



A new perspective

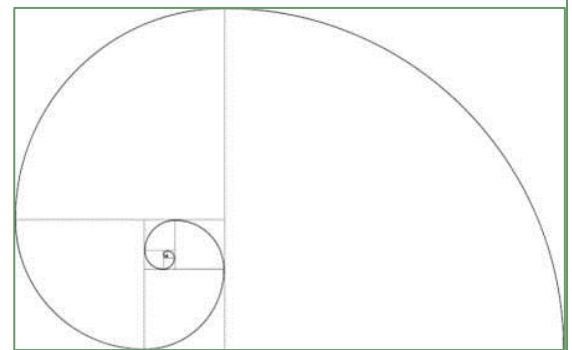


©Aspire Programs Ltd 2011

Introduction

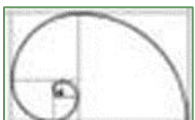
As we looked at the world and at what we were doing as an organisation we asked ourselves a question – WHY? What is really important here? What is the centre from which everything else flows? We have interests in leadership, productivity, performance and innovation but what is it that sits at the centre of it all? The answer was not unexpected but the process of thinking that peeled away the layers led to our creating what we now call the Fibonacci Framework.

Fibonacci was a 13th Century mathematician who is best remembered for the discovery of a series of numbers that have some fascinating properties. One such property is demonstrated in what is known as a Fibonacci spiral (or a logarithmic spiral). This spiral defines a set of proportions that seem to be particularly pleasing to the eye and which were known to the ancient Greeks. A brief search of Amazon.co.uk will reveal a whole range of books on the subject. Priya Hemenway's book 'The Secret Code' is a great place to start and avoids much of the more hysterical ideas that surround this subject.



For us the spiral became interesting on a very simplistic level. It is a spiral that centres in on a single point of origin and its proportions are instinctively pleasing to the eye. It also turns out that this spiral occurs in many places in nature which lends the framework a sense of being natural. The Fibonacci Framework claims no mathematical basis, nor is it concerned with any of the more mystical theories that surround the Fibonacci Spiral. It is a framework on which to hang thoughts. It is a tool for thinking and for self-discovery. The framework has applications to individuals and to organisations. You may travel in either direction through the spiral but for the purpose of this brief introduction we will start in the centre and work outwards.

The rediscovery of individual genius



Genius: the special inborn faculty of any individual; special taste or natural disposition (obs); consummate intellectual, creative, or other power... (Chambers Dictionary)

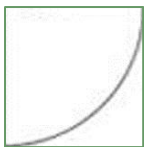
It can seem that the bigger society becomes the more the individual is reduced to a part of the whole. The industrial revolution created a view of the masses that reduced them to cogs in a machine; the necessary human element to a mechanised process. As technology advanced the necessity for human cogs has reduced and now more and more of this type of employment is being outsourced to countries where the human parts of the machine cost less.

The starting point for the Fibonacci Framework is the individual. It is an acknowledgement that society and organisations do not exist apart from individuals. What is more, every one of these individuals has a unique identity and a unique contribution to make. Every individual is a genius.

For the individual the discovery and utilisation of this genius is a key to those much sought after experiences of fulfilment and joy. The questions at the centre of the Fibonacci Framework focus around the question: 'what makes you, you?'

For the coach or facilitator this may be a difficult place to start and for that reason we believe it may be necessary for people who are less self-aware to work inwards through the framework as an act of self-discovery before working back outwards to discover new opportunities. For some clients this may also be a place that is more easily understood through metaphors. The key, however it is achieved, is the recognition of uniqueness and the possibility of unique contribution.

Congruence – ensuring a comfortable interface with the world



Congruence: identical in shape so that all parts correspond... consistency (Chambers Dictionary)

The second step on the outward journey through the Fibonacci Framework is the interface between the unique individual and the world. It is the most fundamental expressions of individual uniqueness. If we find ourselves interacting with the world in ways that challenge this interface then we will find ourselves dealing with issues like self-sabotage and fundamental discomfort. That is not to suggest that this interface is fixed or static. It evolves with personal understanding and self-discovery.

For the purpose of the Fibonacci Framework we define this interface under three headings that will be familiar to anybody who is familiar with personal development – VALUES – PURPOSE – PASSION. We believe these are three fundamental ways in which we express our uniqueness.

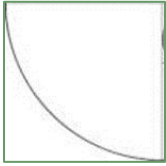
VALUES are the expression of the things we hold to be fundamentally important.

PURPOSE is the sense of what you are for.

PASSION is what energises and motivates you.

Identifying what these are for you begins a process of identifying where, how and why you engage with the world in which you exist. Understanding these areas of your life enables you to be yourself and to be comfortable with who you are and what you do.

Basic Ingredients – understanding what you bring to the party



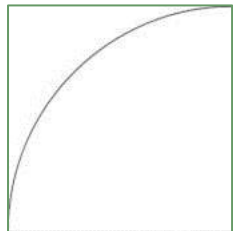
In identifying this third stage of the journey outwards through the Fibonacci Framework we are aware that some fine distinctions are made. You may feel that one or another of the elements that make up this stage belong in the previous stage. To this our response is to say that this is a framework for thought not a statement of truth. If you find it helpful to move some of the elements around then do so. On reflection we felt that the elements of this third stage were a later consideration to those in stage 2.

If stage 2 is the interface between the individual and their world, then stage 3 is the expressions an individual finds to engage with the world. Here we consider PERSONALITY, STRENGTHS and SKILLS. Following the logic of the progression from the centre of the framework we believe that these three elements are best considered in that order. It seems to us that personality lies closer to the interface between the individual and the world than does either strengths or skills. Likewise, strengths seem to lie closer to the essence of the individual than do skills.

The skills we refer to here are best considered as transferable skills. At this point in a journey through the Fibonacci Framework we need to keep the exploration at a level that retains multiple potential applications.

There are numerous tools that can be used to explore personality and strengths. None is perfect but all offer insights. Used as aids to exploration, rather than definitions of truth, profiling tools offer a great way of exploring the things you bring to the party. Among the tools we like to use are DISC profiles, Gallop's 'Strength Finder' and the 'Wealth Dynamics' profile (wealth being defined as what you have left after the money is gone).

Flexibility - the ability to adapt, change, develop and grow



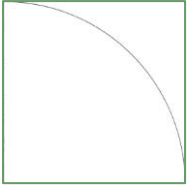
There is a school of thought that once you are comfortable with who you are others must either take you or leave you. Whilst this has the appearance of confidence, it may also be an expression of insecurity. It is certainly not a productive approach to interacting with other individuals.

There is a form of flexibility that allows an individual to adapt change and grow without compromising their sense of identity. Once someone is comfortable in stages 1-3 of the Fibonacci Framework they can develop a sense of security that becomes a platform for development. The change under consideration here is not a change of identity but a change of behaviour or attitude. This fourth stage of the Fibonacci Framework is about exploring the different ways I can interact with the world. How many different ways can I be me in the world?

The kind of issue that might be raised in this section of the framework include:

- The ability to adapt communication styles
- The ability to adapt or change behaviour patterns
- The opportunities for personal growth and development
- The development of existing skills and the acquisition of new skills
- An examination of beliefs and worldviews. Can the map be redrawn?

The world of infinite possibility



As the curve of the spiral opens out at its end, so the final part of the Fibonacci Framework provides an opportunity to explore options. This final stage is about taking the learning gained from the journey out from the centre and taking a fresh look at the possibilities on offer in the world around you.

From here a coach may choose to pick up any one of a number of goal oriented models. The Fibonacci Framework is about self-discovery and exploration leading to broadened horizons on which there are possibilities never seen before.

A journey towards the centre

So far we have described the Fibonacci Framework as it could be used moving from the centre point outwards. Some people may not be ready to jump straight into the centre. In this case it may be helpful to make some slight adaptations and work inwards along the framework.

- The outer section becomes a review of the world as currently seen
- Flexibility becomes a review of the different things a person has done or been
- The inner three sections then remain unchanged as the person moves towards the centre and an understanding of their individual genius.

Applications in organisations

The Fibonacci Framework can be used in a number of ways to assist within organisations. It's most obvious application being to assist individuals within the organisation to understand and explore their unique contribution to the organisation.

With slight adaptation of the framework other uses would include:

- Business design for new businesses
- Brand development
- Innovation of new products and services

Working with Aspire Programs Ltd

We are always glad to hear from people who would like to explore ways in which we might be able to help you and your business to grow. Please contact us for a no obligation conversation.

We are always looking for opportunities to speak to coaches and training professionals about the Fibonacci Framework. For business groups we have a short presentation entitled **The Proportions of Success** that is based on the thinking behind the Fibonacci Framework.

Please see our website for further details of our services.

CALL US ON - 0844 3244 134

www.aspireprograms.com

enquiries@aspireprograms.com