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Newsletter
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Editorial: Introducing the ISEC Blog - Different Strokes

By ISEC Editor, Raj Narayan

Having brought you six issues of the ISEC Newsletter over the past several weeks, we thought it was now time to share some feedback with you in this latest issue. Interestingly, a good chunk of the feedback we received related to our treatment of feedback itself.

We figured out that responding to an e-mailed newsletter is not as easy a task as it seems today, given the multiple teams that handle it. Our Founder Coach guides us through and content selection, our writers put thoughts into words and yours truly edits. And then it goes for publishing and dissemination.

In this scenario, the phrase "lost in transit" might well become the rule rather than the exception, more since our current system involves only a single line of communication between ISEC and the coaching ecosystem. It is with this thought in mind that we decided to launch the [ISEC Blog](#) - an open forum to our ever-expanding community to discuss, share, question and respond to each other.

Besides being a cog in ISEC's social media platform, the blog will carry [Guest Columns](#) penned by members and well-wishers of our group. In addition, the section called [Comment Plus](#) will carry views and opinions expressed by readers on a variety of topics in response to the Newsletter.

We welcome your views in the form of articles and / or feedback. Do write to us at editor@isec.in if you want to share an article with the group. If you have a view on the published content here, click on "Leave a Comment" beneath each topic and leave your views which will be published after due moderation.

Without further ado, I present some of the great feedback that readers of the ISEC Newsletter shared with us last month. [Click here to read more>>](#)

Point to Ponder

By ISEC Founder-Director, Krishna Kumar

American twin brothers, Bob and Mike Bryan, carved their place in tennis history by winning their 62nd career title earlier this month, the most titles won by any doubles team. In doing so they beat the long-standing record of the Australian "Woodies" team of Mark Woodford and Todd Woodbridge.

Which leads one to wonder how are great teams formed? While it is possibly easier to visualize twin brothers and countrymen joining hands to form strong teams, there are many instances of successful teams having players from multiple nationalities as in European football clubs.

It is a well-known corporate adage that you cannot select your boss. What is less spoken about is that most often managers cannot select the members of their team. And, clearly a team is only as good as the members who constitute it.

Most times managers inherit their teams. The existing team would have been selected and groomed by the previous manager and usually has members who complement his/her style. Once the manager changes typically the chemistry within of the team shifts and members revert to a state that Scott Peck describes in his bestseller, *The Different Drum*, as "pseudo-community". In this state, the team starts functioning in an artificial

environment and at their lowest level of efficiency.

In the sports field the captain or coach usually has a strong hand in deciding the composition of their teams. Within the corporate world, have you wondered whether you could do better given a higher degree of freedom to choose your team? Do mail me your thoughts and comments at kk@intradconsult.com .

Coaching Notes: In the beginning there was the story...

Undoubtedly demonstration was the first means to education. The primitive child learned to do things by observing his parents or nearby adults. He or she learned how to build a fire, choose a spear shaft, chip out an arrowhead or prepare a hide by seeing it done. And then came the story ...

The story was man's first and best means of transmitting knowledge or information, of preparing the child as well as the adult for what might come. All the sciences had their birth in tales told over a campfire or in some moment of leisure.

The returning hunter or warrior was expected to tell what he had done or how it was done. In so doing he taught others how to hunt and trap and how to conduct a hunting party. No doubt the tales of returning hunters and warriors were not thought of as educational. They were entertainment, theatre and news.



He may have drawn a map in the dust. "We started from camp when the sun was over our left shoulders, and we entered the forest near the big hollow tree. We walked to the water that falls over rocks into the deep pool, and then we went down the hill to the swamp where we drive the mammoth to kill them."

Here could be the beginning of geography. It may also have been the beginning of navigation.

The hunter may have told of a hot spring he found, and where there were chips of flint and this could have been the beginning of geology.

No doubt, at first the accounts were told in the stark details, brief and to the point, while the hunter took great bites from the fresh meat, but such storytelling would not satisfy. Then as now people love drama, excitement

and interesting detail.

The bears or lions he killed would soon become larger and fiercer, the enemies stronger and better armed. To simply win a battle was not enough, there must be detail. "My spear went deep into the flesh near the left shoulder, and it died." Here, perhaps, the beginning of anatomy.

To embellish his stories the hunter and the warrior learned to add details, to describe the setting, to identify it by references to where certain edible plants have been found or where a kill was made, all of which made the stories more interesting to the listener.

The children, as well as others, listening to the stories, learned not only how to hunt and fight but where water might be found, salt and wild rice or nuts might be. So was knowledge passed on to the children, and so was the story begun.

We still, today, learn from stories and the apt story of anecdote remains in the mind when the details are forgotten.

It has often been said that we have but one life to live; that is nonsense. If one reads fiction he or she can live a thousand lives, in many parts of the world or in outer space. One can cross a desert, climb the Himalayas, or experience the agony of defeat, the triumph of victory, the pangs of starvation, or the choking thirst of the desert, all while safely at home.

Extract from the "The Sackett Companion" By Louis L 'Amour (1924-1988), who was a professional boxer, journalist, lecturer and internationally renowned author of more than 100 best-selling novels of the American Wild West. Louis L 'amour received the 1983 Congressional Gold Medal and later the 1984 Medal of Freedom from President Ronald Reagan.

ISEC EVENTS

ISEC is now a licensed Coaching school by the International Association of Coaches (IAC). The IAC Coaching Masteries are taught in our Personal Coach (Level Two) program and the training is supplemented by IAC Examiner, Barbra Sundquist's 500 minute audio tapes.

ISEC Mentor Coach Certification workshop will be held on 24 & 25 September 2010 in Bangalore. For details visit www.isecindia.in

**With warm regards,
Krishna Kumar
Executive Coach & Founder-Director, ISEC**