TALENT | LEADERSHIP | HC CAPACITY BUILDING | STRATEGIC CHANGE | DIGITAL ENABLEMENT | LEARNING

## A year of exploration, experimentation and expansion

## **Debbie Craig**

We've all come a long way since this time last year when I was reflecting on the enormous amount of change, letting go and personal growth opportunities in 2021. Another year has passed with a completely different flavour.

I'm calling 2022 my year of exploration, experimentation and expansion.

You see, when you embrace change, and let a whole lot of stuff go that you felt you could never live without, you make space for a wonderful inflow of new energy, new possibilities and new people in your life. You also make space for others around you to expand, to grow and to flourish.

My intention for 2022 centred around a big question, "How can I utilise my greatest talents, aligned to my highest purpose and make the biggest positive impact?" (I later added ... and experience a whole lot of joy along the way)

Looking back, these are some of the themes and highlights that this intention and year has brought about. In business this was **Focus**, **Team**, **Courage**, **Expansion** and **Impact** and personally was **Identity**, **Energy**, **Presence**, **Flow** and **Gratitude**.

## In business:

1. **Focus** – Coming out of Covid times, we were suddenly in demand to appear in person to assist with aligning teams, building change capability and transforming cultures to a new hybrid way of work and in many cases build or rebuild trust and relationships after many years of little personal contact and conversations. In order to focus and be really good at what we do, we decided to focus on 4 unique offerings:

**NeuroChange** - through the international Change your Mind, Create New Results Program from Dr Joe Dispenza. This truly is the next evolution of enabling peak performance. We are now offering a NeuroTeams to enable a deeper shift to enable team performance.

**PowerUp8** – building the 8 critical capabilities to thrive in an unpredictable world (frm my book PowerUp8). This has been a very rewarding journey after a rather slow start during Covid - of building future skills to thrive in this crazy world for many thousands of people across SA and the globe.

**CultureShift** – through partnering with senior executives and a core project team on a long-term journey to shift team and organisational culture and building the capability to lead the change through authentic visible leadership and change tools.

**TalentShift** – enabling HR leaders and teams to build the agile capabilities and talent needed for the rapidly evolving business environment using our TalentShift 6M framework.

Thanks to the brave CEOs, leaders, change teams and HR teams that we worked with this year who invested time, energy, patience and \$\$ in creating the foundations for sustainable strategic alignment, culture shift, leadership and change capability, high performance teams and personal resilience. We look forward to many more evolutions of this work in 2023.

2. Team - as Catalyst got more focused and the demand grew, we needed to strengthen our team and our processes and so embarked on both a digitisation and talent journey. This brought about some changes to our team, with some stepping up, some choosing to leave and some new strong team members and associates joining our team, to drive innovation and client projects. We also trained up 10 more PowerUp8 facilitators in Joburg, Cape Town and KZN. Change can be rocky and I want to really thank all those, staying, leaving or joining for their patience through the change.

I remember a specific Monday feeling overwhelmingly grateful when receiving whatsapps from 4 different facilitators in 4 different locations with 3 different clients doing awesome work .. suddenly realising that my work was impacting way beyond me.

3. Courage – the quality and honesty of our conversations with each other and our clients grew and resulted in stronger relationships and more courageous leadership choices. It also led to more partnering over a longer period of time as we listened and customised an approach that would work within budget and time constraints and were flexible to adjust as business priorities changed. Trust with our collaboration partners also strengthened and we started getting referrals from all corners of South Africa and the globe

I remember a morning sitting in a large tent in the rain at a chemical plant watching the leaders design, facilitate and engage 400 staff on a journey of culture change -and feeling so proud of them and how they had come together as one team to lead the change

4. **Expansion** – as our energy, capability and courage grew, so did our influence and reach. New clients were being referred to us and global opportunities continued to expand. We continued our TalentShift project in the Middle East and now had distribution partners for I am Talent and PowerUp8 in USA and Latin America (with all our material now in Spanish) .. and new potential partners in many other countries. We also worked with organisations with divisions or holding companies in other regions many times with multiple nationalities in one session.

I recall some days having zoom conversations with like-minded, passionate people in up to 8 different countries across the world in one day, exploring how we can combine strengths and collaborate for greater purpose and impact. We also had a blended culture launch in 5 boardrooms in 5 different countries with many joining on-line.

5. **Impact** – a highlight of this year has been our evolving culture journey with a large client that started with a 1,5 day ride on the Rovos Rail. The intimate space (and delays) enabled meaningful conversations on how we lead a cultural revolution in a very long-standing industry that required a very different approach to succeed in a new world. This led to a #66 day plan for the executives, which led to 2 days with 100 of their senior leaders - which led to a half-day session with 500 people at Sun City .. which led to 2-day PowerUp8 capability building sessions with 1000 staff across the country.

I remember standing on the stage at Sun City watching 100 leaders show the way with humility, authenticity and courage and they told their very personal stories of both achievements and failures as leaders and what they wanted to create — and feeling the room shift from superficial interaction to real engagement and a sense of possibility. I remember thinking "I'm truly matching my talent, to my purpose and creating impact" with the magical support, energy and client commitment from both my team and the client team.

## Personally:

For me personally it was also a year of scary exploration, experimentation and expansion.

1. **Identity** – This year has been shifting my identity in many different ways. In business it has been from SA MD to global collaborator and mentor – enabling my team to take ownership of running the SA business as I grow opportunities across boundaries and borders. Personally, it has been shifting from married to single and dating (aish – not for sissies!) and working on project body to become a hiker, yogi, trail runner.

- 2. **Energy** I have been enjoying diving deeper into the world of Quantum Energy exploring even more of our potential that we can access through meditation, breathwork and other modalities. The possibilities are endless with so many magical moments and events. Watch this space as I offer more Quantum retreats and journeys to share my discoveries.
- 3. **Presence** Digital nomad'ing stepped up a notch this year with juggling my life between Jozi and Cape Town often weekly. Having a little place on the beach certainly has buoyed my spirits and helped keep me much fitter with mountains and hiking just a 20-minute drive away. I also managed to complete the epic Fish River Canyon in Namibia, spent a week in the Maldives, volunteered at a London advanced meditation retreat with 2500 people and travelled to visit friends in France, Spain and Switzerland. The trick I learnt is to stay really present in the moment no matter where you are.
- 4. **Flow** Letting go, shifting identities, nomad'ing has let me be more aware of what my heart would like (and not just my head). This has been a significant growth area. Some days its excited, passionate and working up a storm. Other days, its taking a nap, a coffee with a friend or just taking it a bit easy (without the guilt not so easy!). The more I listen and respond, the more I am rewarded with surprising connections and special moments.
- 5. **Gratitude** And finally, the more I pay attention to and notice all the good things, people, places, moments in life, the more I see and get to experience joy and even more gratitude. Its all about keeping your own emotional energetic frequency high and not letting life and stuff get you down!

  As the saying goes: "Gratitude is the highest state of receivership!"

Wishing you all a well-deserved rest and time to reset, recharge and rejuvenate for the next journey around the sun. Look forward to engaging, collaborating, sharing, dreaming, learning and making a positive impact on many lives.

Debbie