

# Unfear Newsletter

## How to Bring Some Order into Your Chaos, and Some Chaos into your Order

Dear Reader,

In our [last newsletter](#), we talked about how successful transformations balance chaos and order. In other words, they require chaotic order, or "Chaorder." A paradox. How to enact the paradoxical? Because it feels impossible, we decided to go into detail on a method we've found helps create chaorder: the "U" Process.

### The "U" Process

The "U" process is a problem-solving/innovation methodology developed by a group of thinkers, led by two titans of business and strategy, Joseph Jaworski and Otto Scharmer of MIT. The process has three stages. It offers a degree of order and boundary conditions to what is necessarily a chaotic process.

The first phase, **Sensing**, focuses on how to look at a problem or project in a new light, letting go of our preexisting assumptions and worldview so we can try to truly understand the current situation, from the perspective of everyone involved (customers, employees, community leaders, etc.) In the next phase, called **Presencing**, you make yourself available for new ideas, try to transform yourself into a lightning rod for inspiration. You let go of all your previous theories about whatever activity you're trying to do. This is where the chaos is the most pronounced and you have metaphorically turned into [caterpillar soup](#). Fear crops up. But you trust the process and trust that inspiration will come. Usually, when the inspiration comes, it comes with great certainty. You will know it's the right path. And at that moment you enter the **Realizing** phase: intentionally undertaking actions to implement the new solution.

## Ride the Lightning

When asked how he got the idea for the theory of relativity, Albert Einstein said he pictured himself riding a bolt of lightning. He wondered what it would feel like to travel at the speed of light, and set to figuring it out mathematically. This discovery might seem like a stroke of inspiration. But in fact, it mirrors a U process. Einstein had spent years in a deep and prolonged Sensing phase, mastering math and physics. During the Presencing phase, the idea occurred to him. But he didn't stop there. He rode that bolt of inspiration through a Realizing phase, through hours and hours of hard work, until he transformed the world.

## Worth thinking about

Choose a problem or project you've struggled with for weeks or months. Consider the solutions you've tried. Have you relied on your old habits, theories, and tricks?

## Take it to go

Over the next three months, the Unfear newsletter will break down the "U" process. Here, we start with **Sensing**. Do you fully understand the reality of the problem? List everyone that the problem or project touches. Reach out to each, with genuine curiosity, and have a conversation. Don't interject your own opinion. Just listen. Where it is not possible to have an actual conversation, use your imagination and put yourself in their shoes and try and see the situation from their eyes. Write a summary of each opinion you receive. Finally, imagine you're an outsider, looking at the problem for the first time. What do you learn?

## Questions?

Please contact us and schedule a call if you are interested in applying Unfear to improve your team and organizational culture and effectiveness. We'd love to hear from you.

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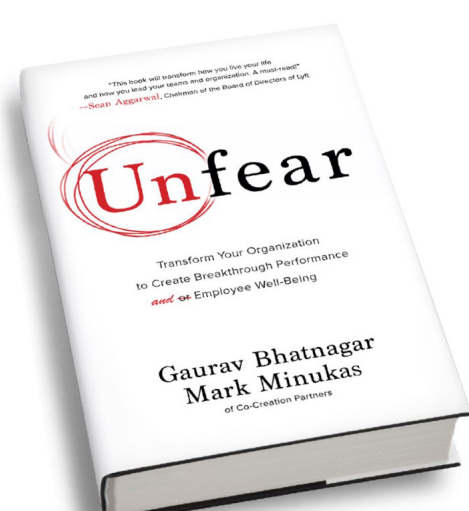


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