

# Unfear Newsletter

## Let Go, Let Come

Dear Reader,

In our [last newsletter](#), we introduced the “U” process, an innovation methodology that you can use to guide your unfear journey. In this newsletter, we go in-depth on the most difficult, fear-inducing stage in the U process—presencing.

### Presencing

As the name suggests, “**presencing**” is about being present. This is where the magic happens. We mean that almost literally. When you’ve mastered **presencing**, the most perfect solutions, to the most intractable problems, will just appear—as if by magic.

Joseph Jaworski and Otto Scharmer, the inventors of the “U” process, describe **presencing** as: “letting go and letting come.” In letting go, we essentially attempt to forget all that we know, all that we rely on, our old patterns. This brings in fear, of course, but we unmoor ourselves from the habits that we believe keep us safe, the habits that, in many cases, helped achieve whatever position we have. We do this intentional forgetting to create room for a new idea or approach to be born.

In “**letting come**”, we intentionally enter a state where the subconscious can leverage all of the knowledge and expertise that we’ve accumulated and find new connections, new ways of seeing, and new ways of acting. It requires immense intentionality, and hours of preparation. There’s a reason this comes immediately after the sensing phase of the “U” process—the idea is to let all of that new information seep into the mind so the mind can use to create something new and powerful.

This is all a bit abstract, so let’s look at an example. At [Co-Creation Partners](#), we aim for a “**presencing**” state in each session with our clients. Beforehand, we undertake a long sensing period. We collect information, create detailed plans, and rationally attack the problem at hand. Then, we launch each session with an introduction, during which we gauge the group’s energy, their current preoccupations, problems, and anxieties. More often than not, we stray from our original plan, because we respond to what we find in the room. And in every case, our improvising is informed by the preparatory work we’ve done, and we always end up addressing the original problem, or we end up unearthing and making progress on a bigger, more important root problem. All by being present. By following our expertise and intuition into the unknown, instead of letting our fear trap us in our old patterns.

## The Science of Presencing

To the rational-minded: we understand. These exhortations to be present, to let go, to forget and trust sound New Age-y and mystical. But they’re based on scientific fact. Put extremely briefly, humans produce four kinds of brainwaves. In order of fastest to slowest, they are: beta, alpha, theta, and delta. Each is associated with a different state of being. Delta, the slowest waves are most prevalent when we sleep, and beta, the fastest waves take over when we’re engaged in linear thinking or multitasking. Alpha waves are associated with deep concentration, and theta waves with memory and creativity. In the liminal space between sleep and waking, Theta waves naturally reign. But we can intentionally slow our brain waves, either with meditation or rote tasks like showering or vacuuming. At the end of the day, “presencing” is merely a fancy word for entering a theta state in search of new, creative solutions.

## Worth thinking about

As difficult as **presencing** is, chances are you’ve already done it. Think about a time when you performed your very best, whether in a meeting, while brainstorming, while writing, or developing solutions. How did it feel? Like going through a rote process, ticking the boxes you always tick? Or did that insight just appear, fully formed and seemingly out of nowhere?

## Take it to go

Before you unplug for the holidays, look over the [sensing homework](#) you did last month. Experiment with some “**letting go**” rituals. Write your old ideas and approaches on a piece of paper, then burn it or release it into a river. Then, use the holiday season to slow down. Practice **presencing**. Put away your laptop and phone. Connect with loved ones. Practice slowing your brainwaves with long walks in nature, shoveling snow, raking leaves. Just be, and see what comes.

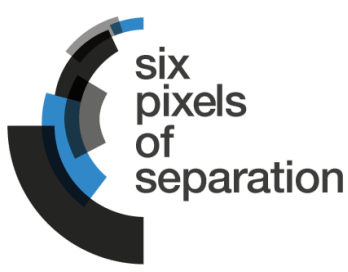
## Questions?

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.

CONTACT US



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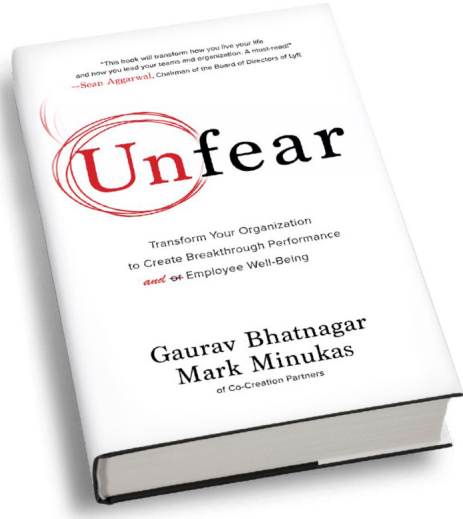


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