

## Unfear Newsletter

### Fail Fast, Fail Often, Fail Right

Dear Reader,

Happy 2024! We hope the holidays were a time of rest, reflection, and joy for you and your families and that you're ready for a productive, transformative year. Each January, millions of people set goals. It's the time of "New year, new me." And March is usually the time of "New year, old me." Millions of resolution makers abandon their goals, either consciously or almost by accident, surrendering to the taxing rhythm of their day-to-day lives. So, in this newsletter, we wanted to address the follow-through. To do that, we will look at the third and final stage of the U Process: "**Realizing**." (If you've missed them, or would like a refresher, our previous newsletters on the U process can be found [here](#) and [here](#).)

#### Realizing

Rubber, meet road. In the **Realizing** phase, you take all the fuel you accumulated by **Sensing** and **Presencing** and use it to rocket down the highway. Joseph Jaworski and Otto Scharmer, the originators of the U Process, break realizing into three "capacities" or steps: **crystallizing**, **prototyping**, and **institutionalizing**. Today we will focus on the first two.

**Crystallizing** is the bridge between **Presencing** and **Realizing**. In this step, all the work you completed in the first two stages crystallizes into a clear vision. You won't know all the steps or details, but you will have an intuitive sense of what the right direction forward is. We hope this is where we find you, having completed the exercises from the last newsletter.

The second step is the most important in **Realizing**: **prototyping**. In this, you immediately take the first steps that crystallized. Dive in without a plan. Try something fast and adjust on the fly. Don't wait to plan out the entire process.

This is difficult. We plan to avoid the fear of uncertainty. But the beauty of **prototyping** is that it allows you to fail, in the right way. As the cliché goes, we learn from our failures. It's true. But, most people don't know how to fail effectively. The best failures come fast, early, and often in a process. That way, their impact is small. If you're building an airplane and want to use a new material for the wing, it's best to test that material early, with small models of wings, rather than after you've built the rest of the plane, right? The same holds true for almost any project or personal transformation. So, prototype, experiment. Follow the energy. Don't worry if you can't see the entire path. Take the steps available, and the next move will be obvious. And then the next. And the next.

### Go Before You're Ready

Anne Bogart, the renowned theater director and pedagogue, exhorts her students to "start a task or activity before you are ready..." At Co-Creation Partners we say: go before you're ready. In most transformations, the prospect of starting inspires the most fear. This happens because we believe that we need a specific set of circumstances to change our behavior, or to perform our best. "I'll cook more, and healthier, with a better kitchen." "I can't start this project until everyone buys in and the boss gives me the resources I need." These thoughts aren't true. They're merely excuses we manufacture to avoid taking action. As Bogart reminds her students, the perfect circumstances will *never* exist. So you must believe that you can do your best work in any situation. Believing this will jolt you out of stasis, and you will find discover how to use what you have to realize your vision. Remember: you'll never feel fully "ready" to start. So you just need to go.

### Worth thinking about

Are there any projects, goals, or changes you've long wanted to implement, but have put off because the conditions aren't right? What conditions do you believe you need to start? What's the worst thing that could happen if you took the first couple of steps before these conditions were met? How can you creatively and proactively manage these?

### Take it to go

Think about your vision for the project you've been working on. First, consciously decide to *avoid* planning out every step until the end. Then, take one or two steps, today, even if they feel small. Observe what happens and journal as you go. Write to us and let us know!

### 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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UNFEAR: TRANSFORMATION INTO GROWTH AND LEARNING

Mark Minukas and Gaurav Bhatnagar

WORK FROM THE INSIDE OUT

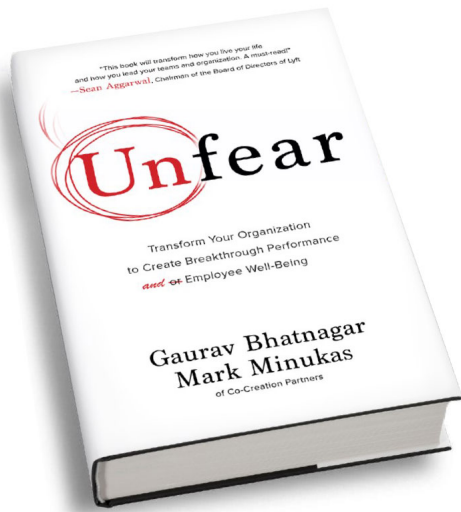


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