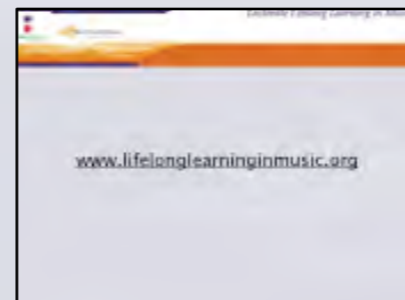


Art in Rhythm



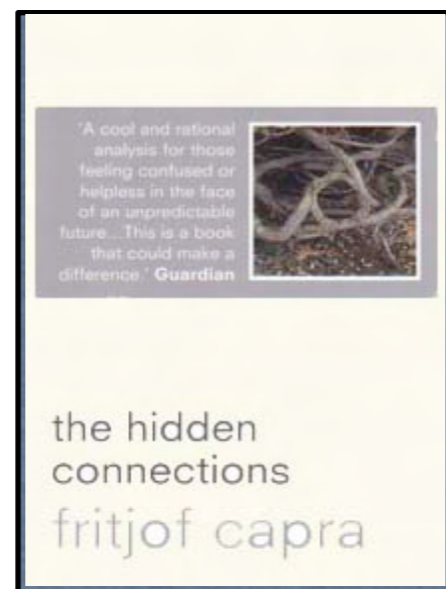
Tasting the Sweetness



Marc van Roon
14 October 2009



sweetness in sugar



sweetness in sugar

oxygen, hydrogen, carbon



sweetness in sugar
oxygen, hydrogen, carbon
where is the sweetness?



sweetness in sugar

oxygen, hydrogen, carbon

where is the sweetness?

in the relationship & interconnection



sweetness in sugar

oxygen, hydrogen, carbon

where is the sweetness?

in the relationship



it is not a quality in any element of suger

**it is an emergent quality that
resides in the system as a whole**

**we taste the whole,
the totality,
not the separate parts**



experiencing 'flow' of music:

**we taste the whole,
the totality,**

not the separate parts



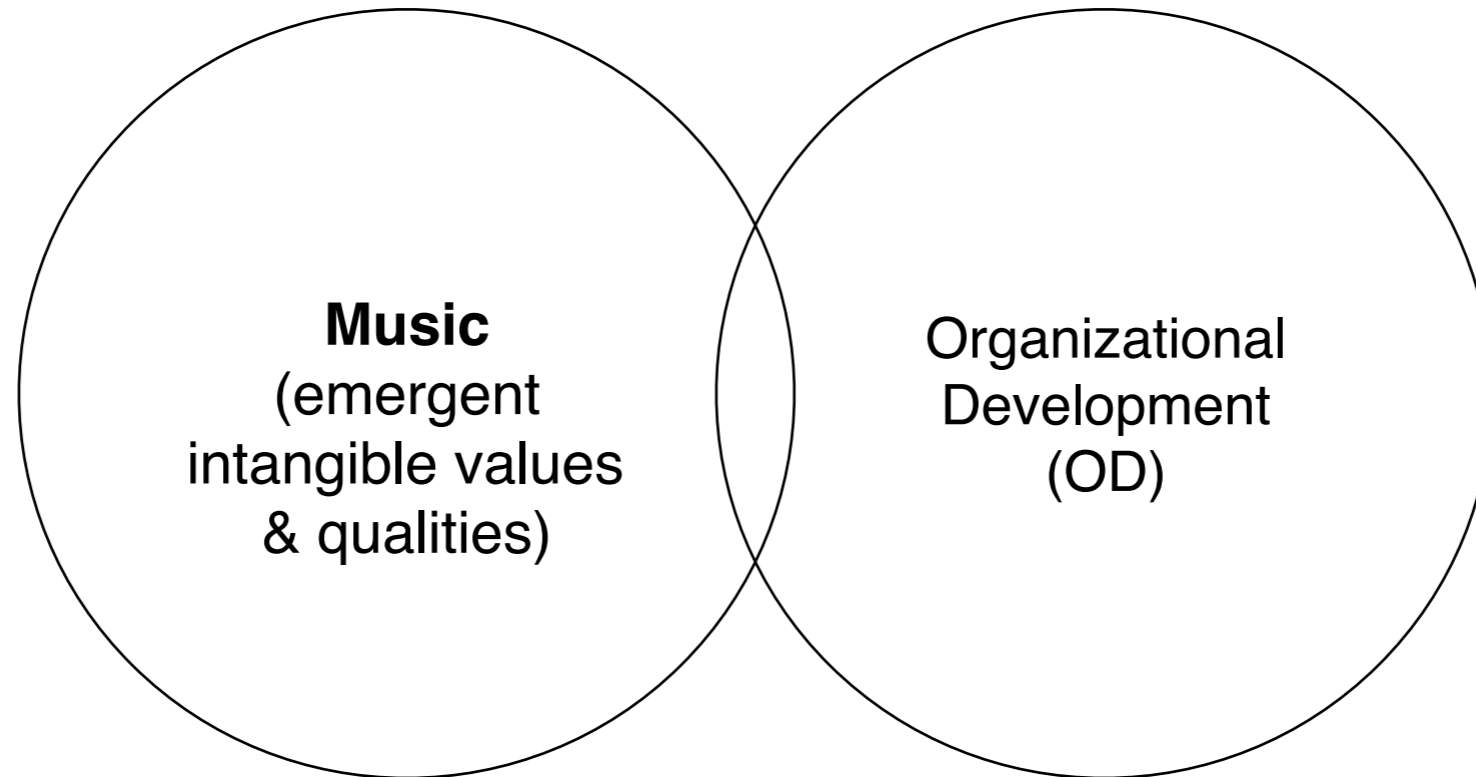
source domain

target domain



source domain

target domain

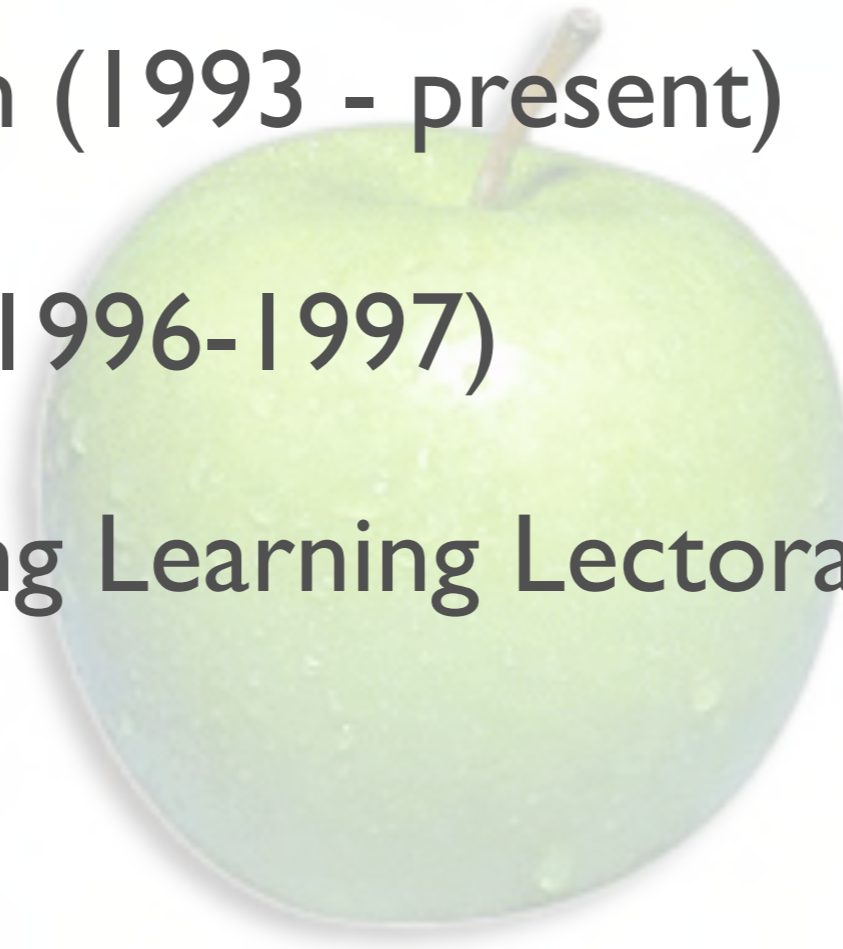


Background story (personal)

Art in Rhythm (1993 - present)

 Zin in Werk (1996-1997)

PCC & Lifelong Learning Lectorate



Background story (societal)

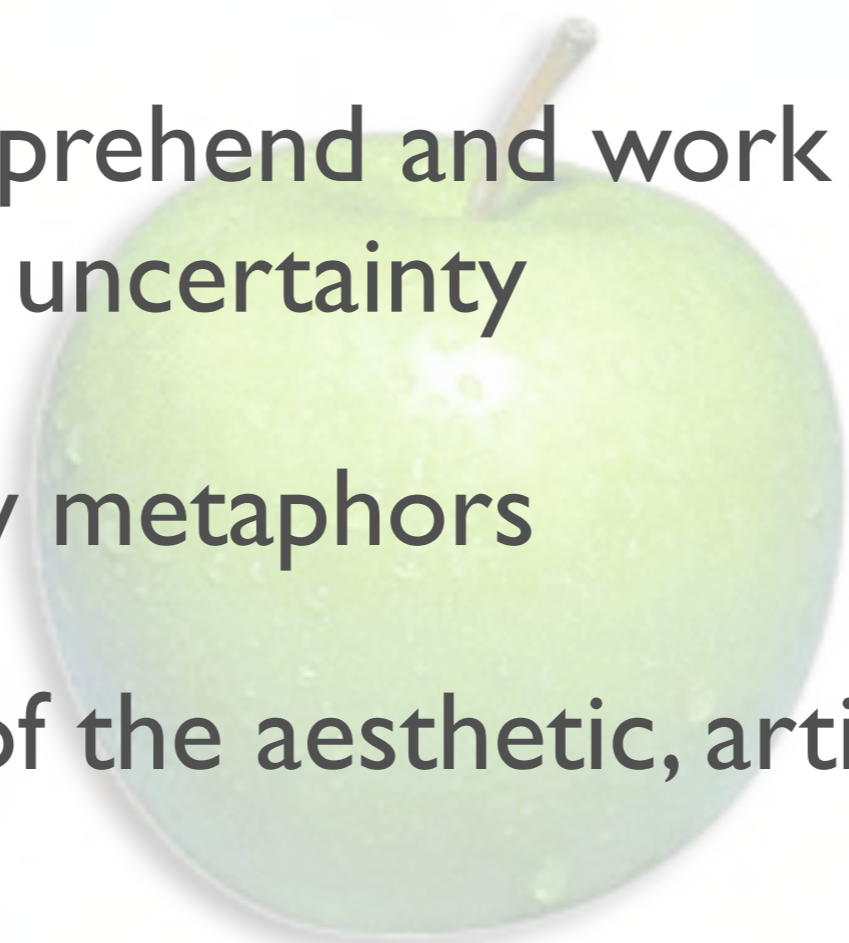
Change (desired and unwanted)

Need to comprehend and work with
complexity & uncertainty

Need for new metaphors

Devaluation of the aesthetic, artistic, intangible

Need to value the aesthetic, artistic, intangible



Background story (societal)

Passionate employee

Creativity

Innovation



Background story (conceptual)

Change (desired) in OD

current perception
point of view

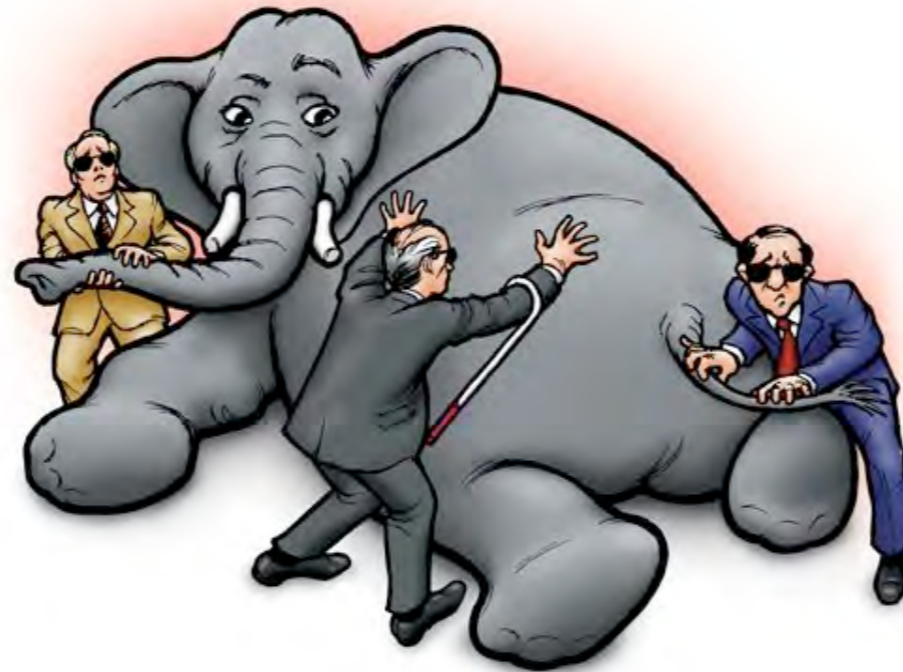
create awareness

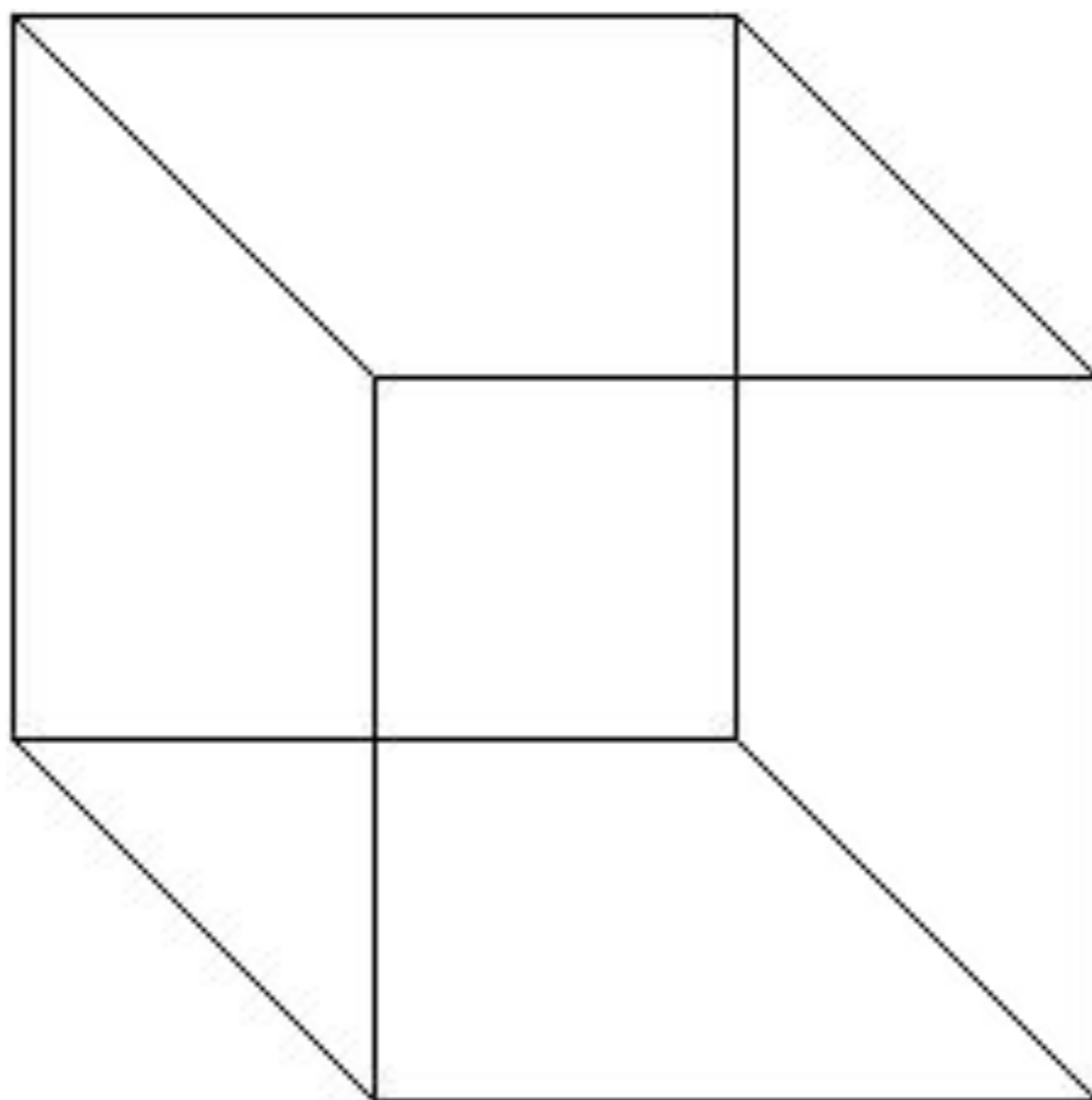
'disturb'

by

provide fresh perspective
other point of view

inviting to view from world of music





FedEx®
Express



FedEx®
Express

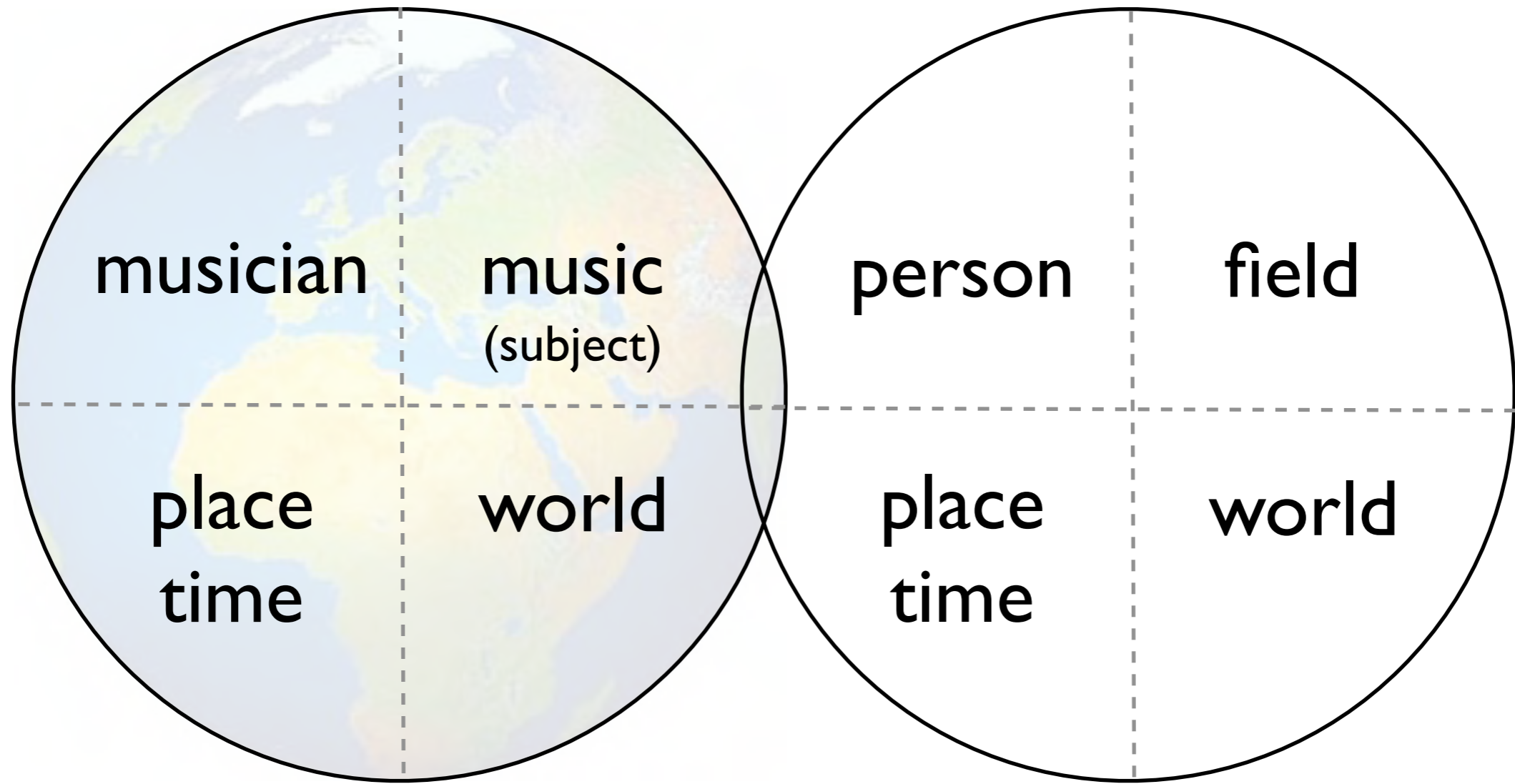


FedEx®
Express



source domain
(music)

target domain
(OD)



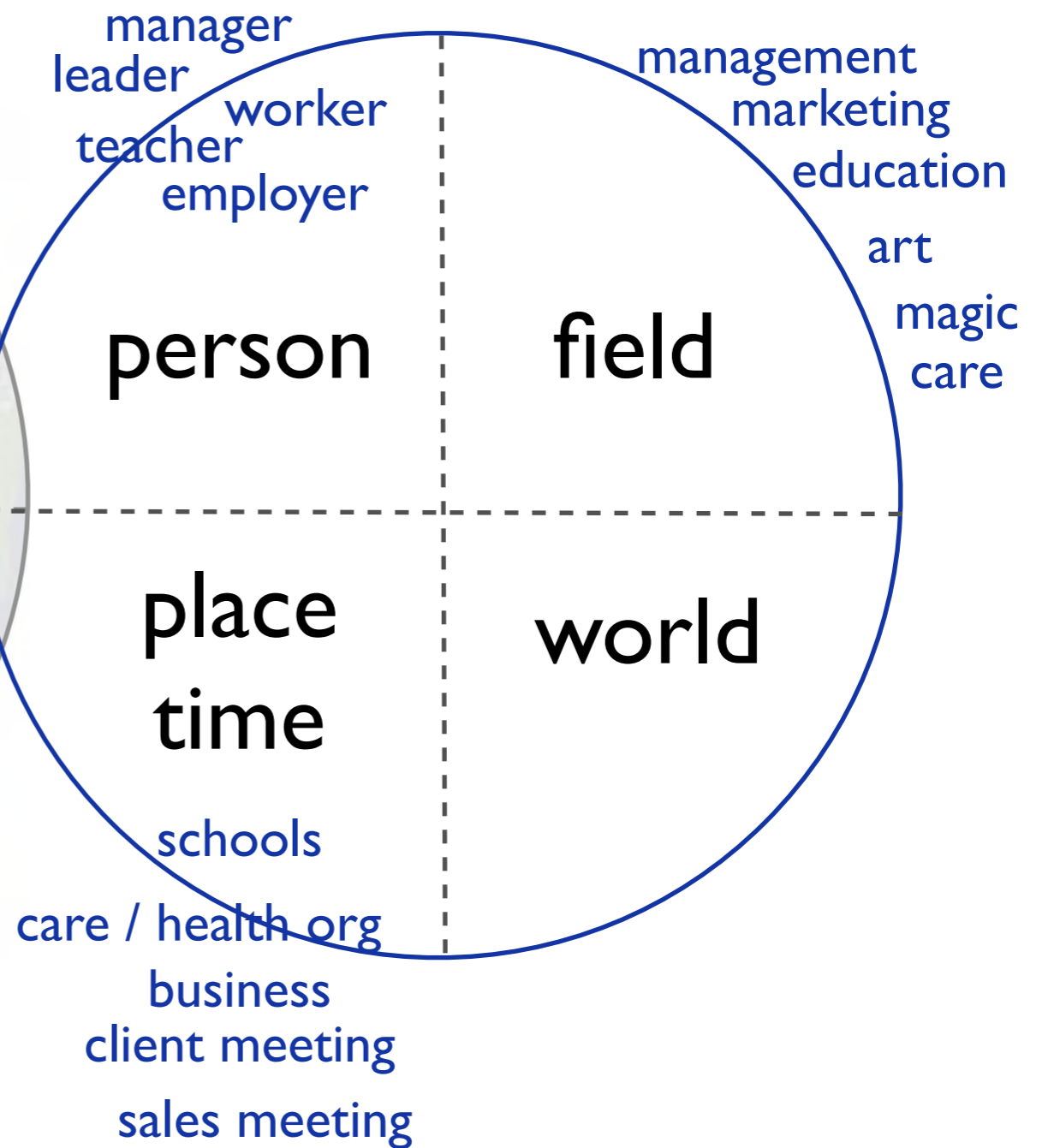
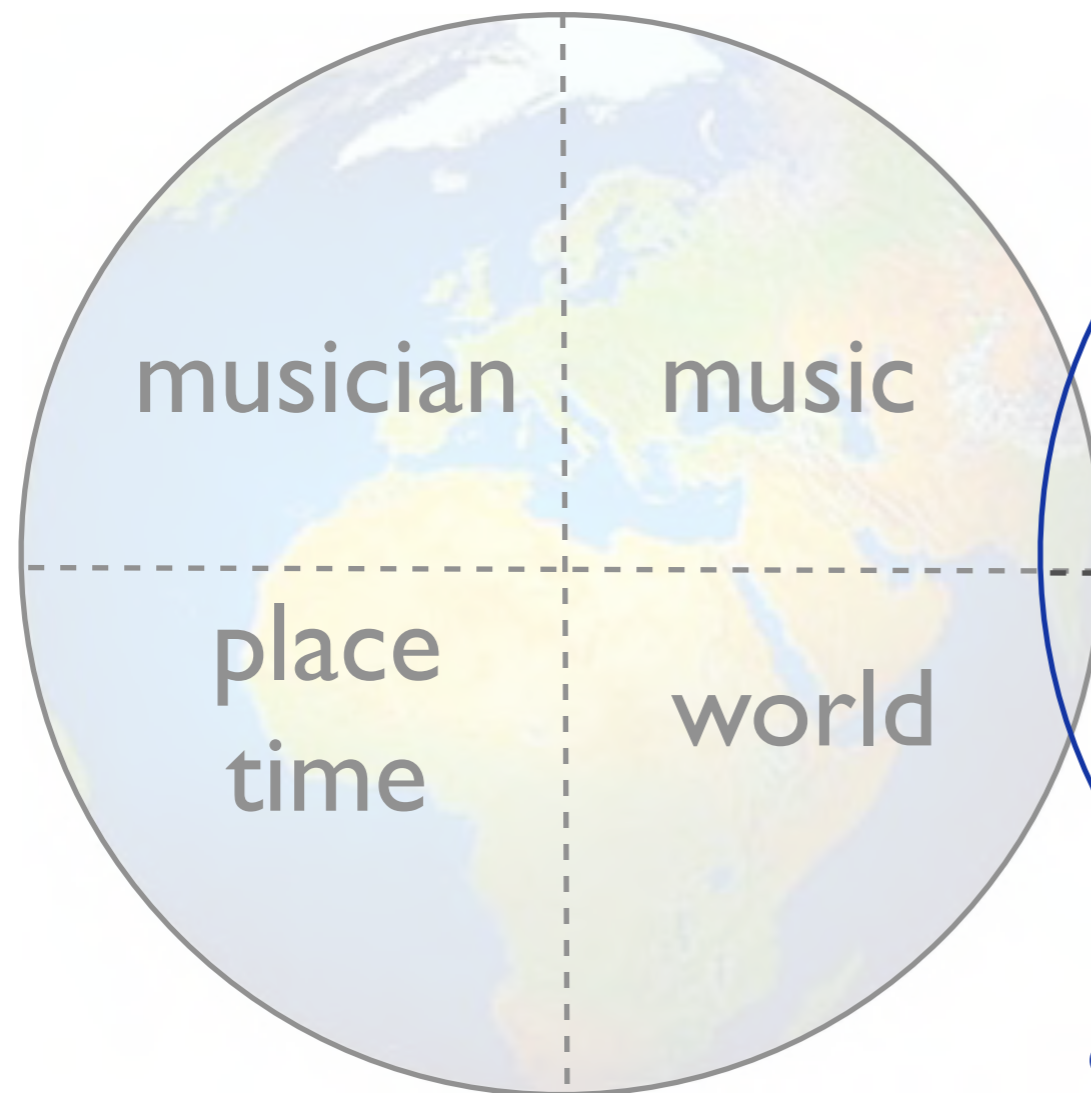
Lakoff & Johnson

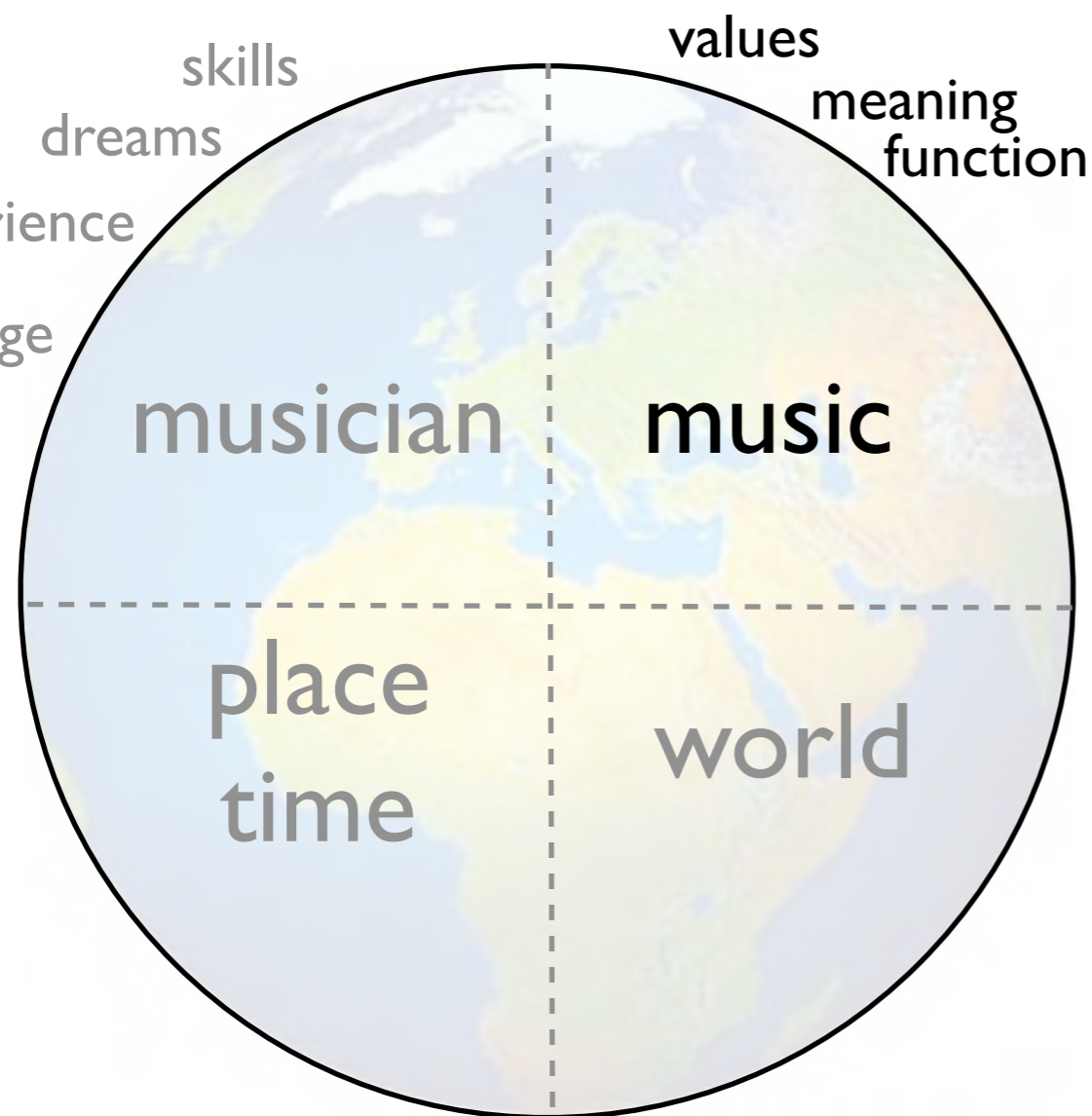
Ken Wilber



source domain

target domain





qualities

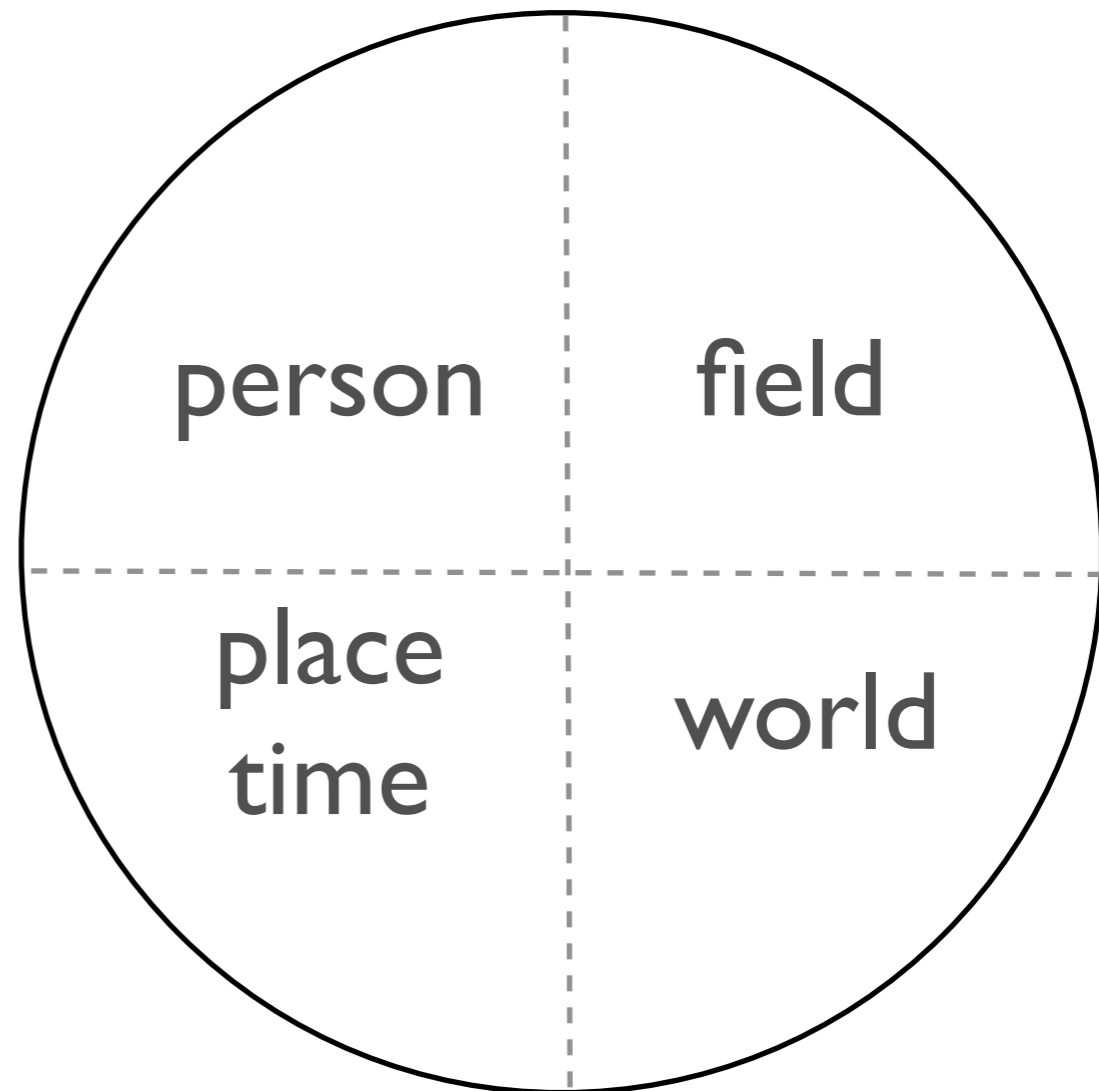
- entertaining
- healing relaxing
- metaphor
- educative
- communicative
- enhancing emotions
- therapy
- expressing culture
- expressing identity
- expressing self



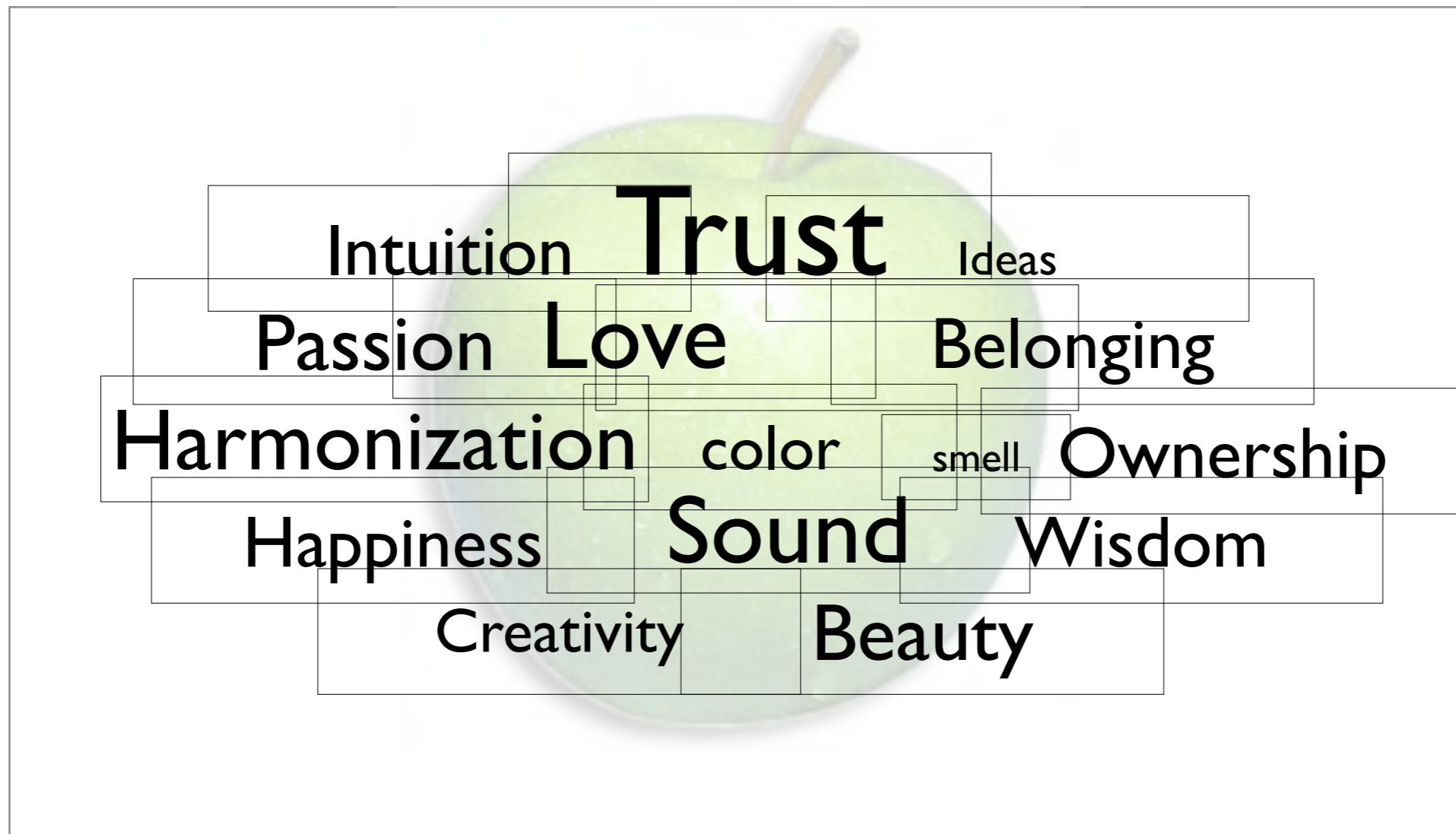
needs:

passion, creativity
valuing the intangible
dealing with insecurity
dealing with change
learning to improvise
listening
styles of leadership
identity
building trust
change from classical to jazz

target domain



Emerging Intangibles



Music - as a source domain - provides me with the material, values, experience and insights that I wish to transfer in the most effective way to the organizational domain. In my experience this can be done in several ways:

conceptual metaphor (language, stories)

experiential exercise or playful group activity (emotion)

visual aids (symbols, images, film)

reflection (cognitive analysis, reflection on/in action)

assessment (measurable results, evidence based body of knowledge)



'domain'



process of emergence

process of sustenance

process of destruction

boundaries

laws of operation

language

Problem

On many occasions I have observed musicians using music as a tool for OD. Sometimes music played a role in helping the organization change. Sometimes it inspired the individual employee to perceive and approach matters differently. Sometimes it helped teams to perform better.

Since the domain of music has its own rules and laws of operation different from those valid in the OD domain it is still a unknown territory for me to know how most effectively transfer the knowledge, value and meaning from the music domain to the OD domain.

There is a need for tools, a language, new metaphors, new ways of measuring results and ways of conceptual thinking about this transferring to be able to most effectively help organizations transform. By my knowledge both the artist and the change agents that work for organizations to help them transform are still in need of this conceptual framework and these tools.



PERSONAL (SELF)

- * FEEL YOUNG
- * PLAYFUL
- * CREATIVE
- * OPEN
- * 'MISTAKES' - FUN - VALUABLE
- * SELFESTEEN
- * SELF WORTH
- * RELATION WITH COMMUNITY TEAM.
- * HUMAN FEELINGS.
- * FAMILY
- * MUSIC LESSON

TEAM

- * HIERARCHY
- * CLOSENESS
- * TOGETHERNESS
- * NEEDS
- * LEARNING STYLE
- * STRENGTHS WEAKNESSES
- * ROLES
- * QUALITIES

ORGANIZATION

- * PLAY / FUN
- * RULES
- * CODES
- * DO / DON'T'S
- * HUMANISTIC
- * CULTURE
- * MEANING

Goal

The goal of this research is to construct a framework for conceptual thinking/approach and a evidence based body of knowledge of experiential activities that will assist musicians and management consultants in effectively transferring the knowledge, values and experiences in the *source* domain of music to the *target* domain of OD, In order to facilitate meaningful transformational change in organizations utilizing the (emerging intangible values of the) creative art of music.

By doing so, I desire to be able to

1: increase the measurable effectiveness of the transferring of the knowledge, values and experiences in the *source* domain of music to the *target* domain of OD, and

2: increase the effectiveness of the overall transformation in the organization in relation to its fast changing societal environment.



Central Question

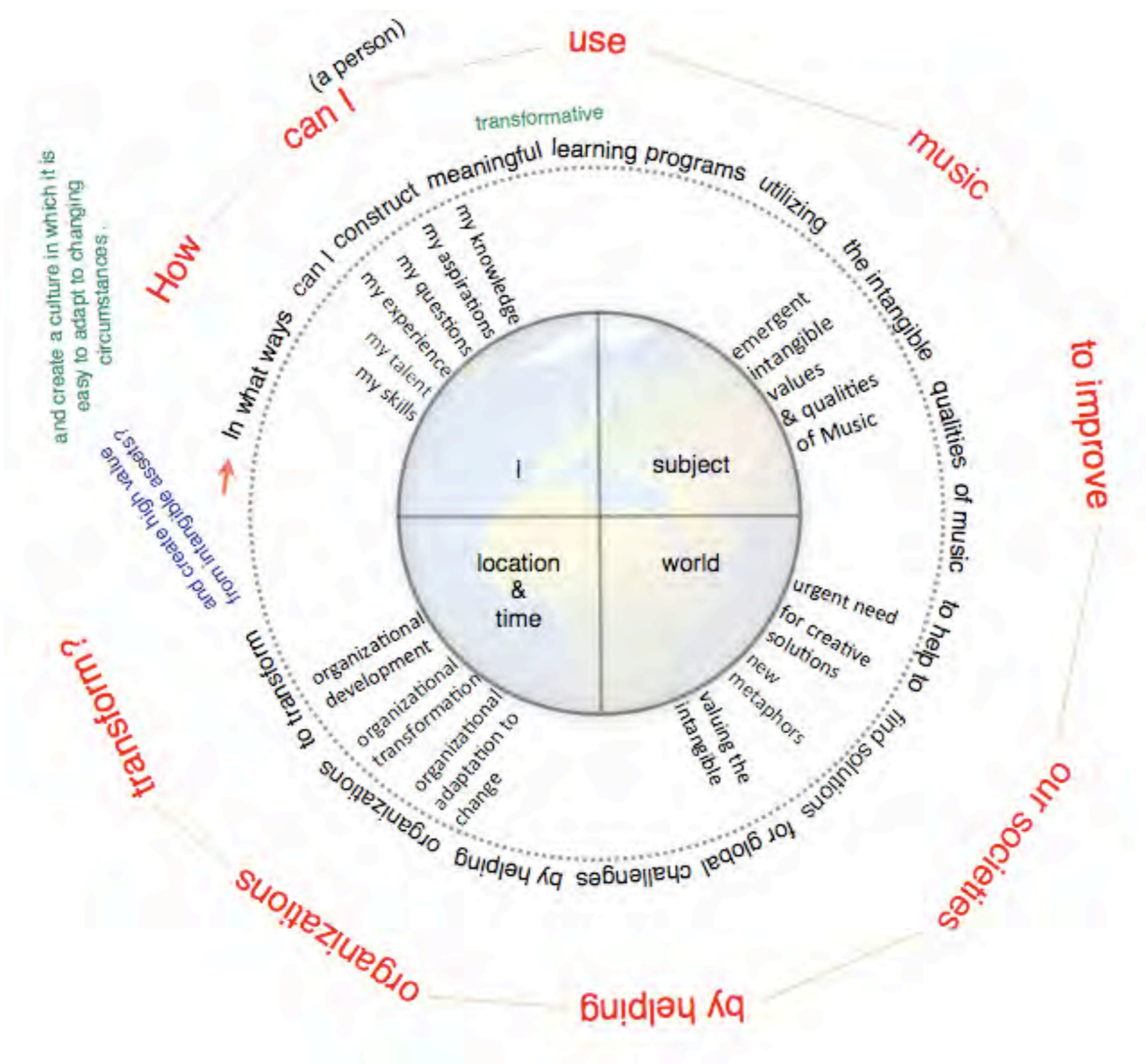
In what ways can I construct a framework for conceptual thinking/ approach and an evidence based body of knowledge of experiential activities, practice and understanding, that will assist musicians and management consultants in effectively transferring the knowledge, values and experiences in the *source* domain of music to the *target* domain of OD, in order to facilitate meaningful transformational change in organizations (that desire to transform themselves from traditional industrial Era businesses to creative network organizations that create high sustainable value from their intangible assets) utilizing the (emerging intangible values of the) creative art of music.



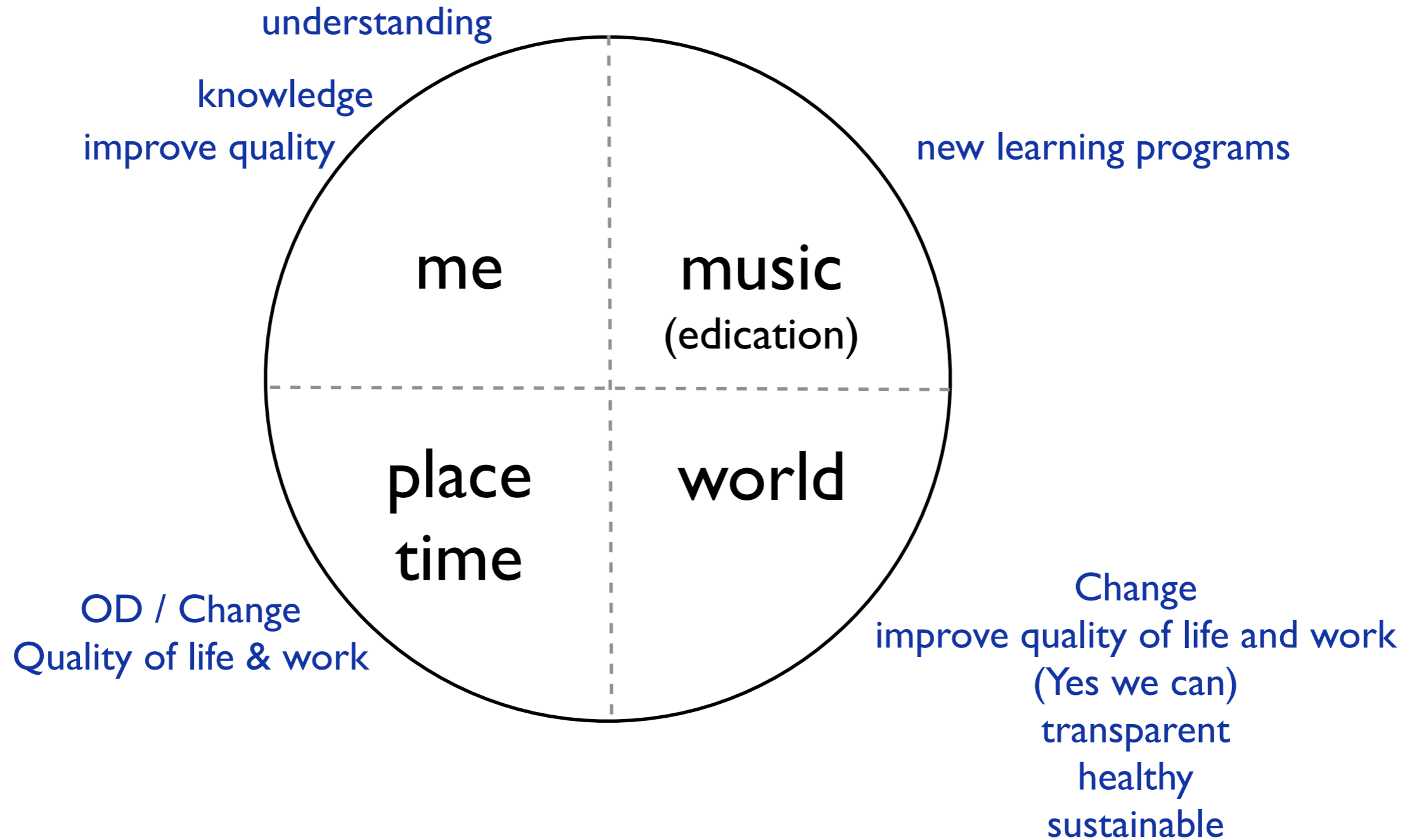
Sub Questions

- what are the values in each quadrant (musician, music, place and time of meaningful occasion, world)?
- how can intangible aspects of organizations be valued / perceived / calculated?
- which activities contribute to the effective transferring of value, knowledge, experience and meaning from the music domain to the domain of OD?
- How do organizations value intangible assets such as trust, passion, happiness?
- What constitutes an effective transference of value from one domain to another? (use of language, pictures, stories, models, metaphors, group activities, film, sound, music)
- Domains: How they emerge, what sustains them, what disturbs them, what are the boundaries?





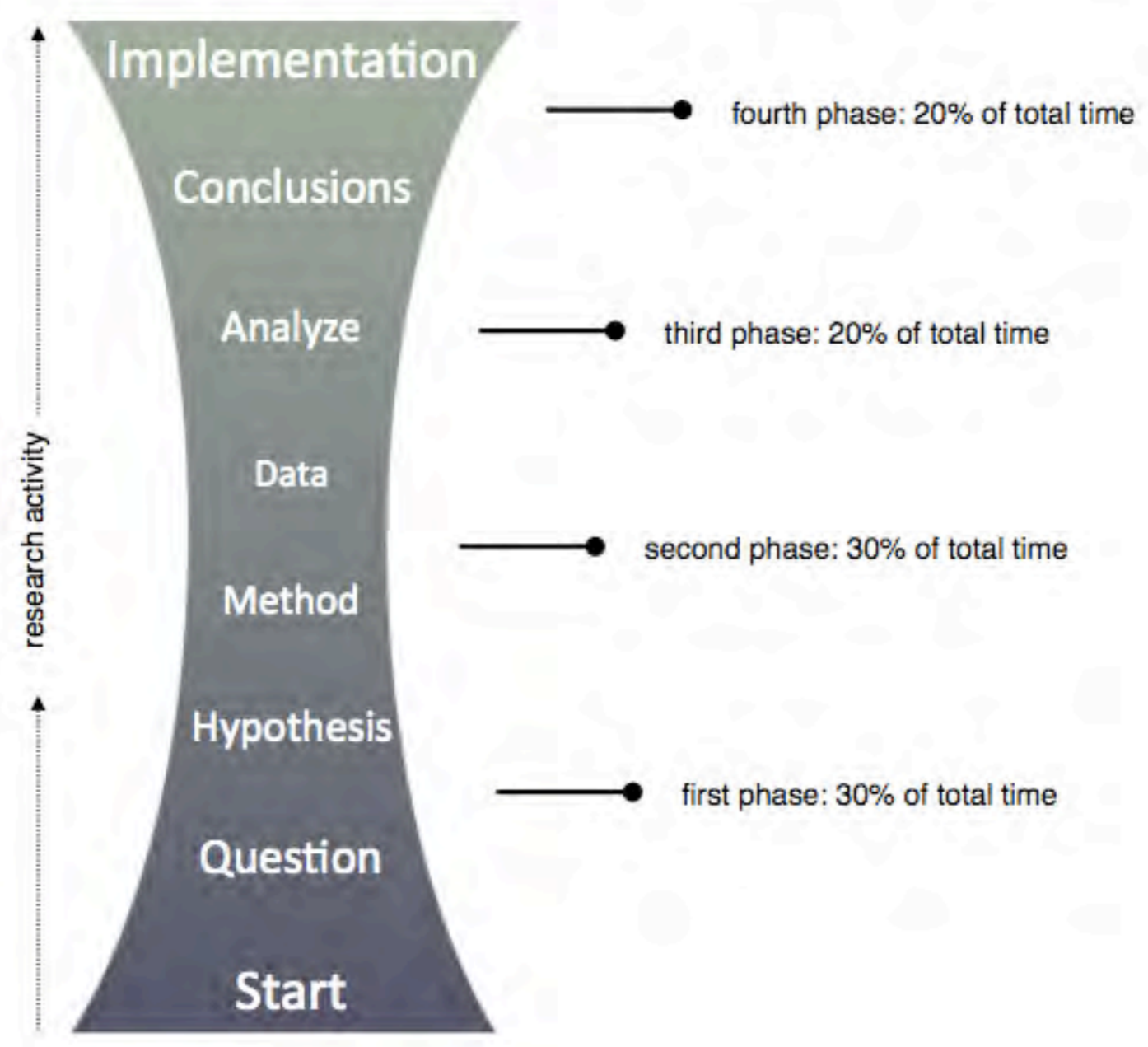
relevance



Work forms include:

- working with companies, teams and groups (from client network of Art in Rhythm UK Ltd.) in non simulated training situations
- interviews (artists, participants, students, writers, teachers, management consultants)
- continuous e-mail learning dialogue with my network* (Pille Bunnell, Prof Dr. Peter Kruse)
- material (literature, dvd, articles)
- studying existing courses and programs in the field
- knowledge sharing workgroups (jazz metaphor group, lifelong learning knowledge circle)







www.lifelonglearninginmusic.org



The Mystery of Creation





het mysterie van creativiteit
(the mystery of creativity)

published after my stay at the
'Zin in Werk' monastery / management development
centre in Vught, the Netherlands

ISBN 10: 9056701762
ISBN 13: 9789056701765

Art work by Rene de Haan
Music by Marc van Roon



Zoetheid proeven De golf die denkt de oceaan te zijn

Spelregels laten ontstaan uit een speels spelen

Stilte is muziek Grenzen die helpen of beperken Ego-wego

Ongrijpbaar maar waardevol Dirigeren vol overgave

Schoonheid van creatie in actie ervaren

Vanuit een ander perspectief



