

emotionalcompetitiveness

MATRIX of meaning

A tool to manage shared experiences

Methodology of application

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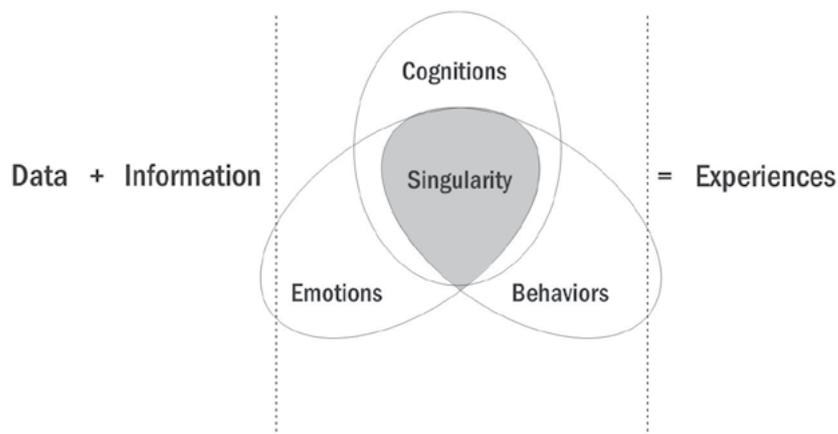
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The meaning of daily events

Reshape the daily life, is related to the creation of new realities. The rational, emotional and historical patterns of behaviors define the framework of reality in the present. People do not move directly by data entry, but do so from a subjective experience that orders the fragments data and gives them a global meaning. All the time, information flows around us, but only a small percentage is perceived, recognized and interpreted. When some of these data become relevant, with a particular importance, they are transformed into information. But not all information perceived, has a direct influence or impact on behavior. What really moves somebody is the subjective experience of events. Everyday experiences shape reality. Therefore, reshape the reality involves reshape the experiences that give meaning to that reality.

To reshape experience is necessary to manage the cognitive, emotional and behavioral dimensions that transform fragments of reality into a global meaning.



In the process of transforming experiences, the first reaction is to create meaning through ideas, feelings and references to one's own history. Thus, the passage of uncertainty to the action may have different moods. A process/ event may be experienced as exciting, challenging or disturbing and threatening depending on personal experiences. In a group, reshape process or redefine the meaning of events requires a set of shared experiences. The most common mistake in change processes is to transmit data and information mechanically ignoring the singularities that generate different experiences. Thus, the processes lose their meaning and the experience is reduced to a set of bureaucratic processes. In order to transform experiences effectively is necessary to address the elements (cognitive, emotional and historical) that generate a particular experience about de fact or the specific context.

Design Methodology

Applying the matrix to design transformation processes

The MATRIX OF MEANING is a platform to manage group and personal experiences in three steps:

1

Expand understanding of the situation to introduce new information related to the topics of experience. This intervention operates at the rational level of perception and aims to increase awareness of the situation.

2

Align subjectivities to articulate personal interpretations with the objectives of the organization. Clearing the emotional difficulties (attitudes) and techniques (knowledge) that negatively influence the development of a new process or task. This process is divided into three stages:

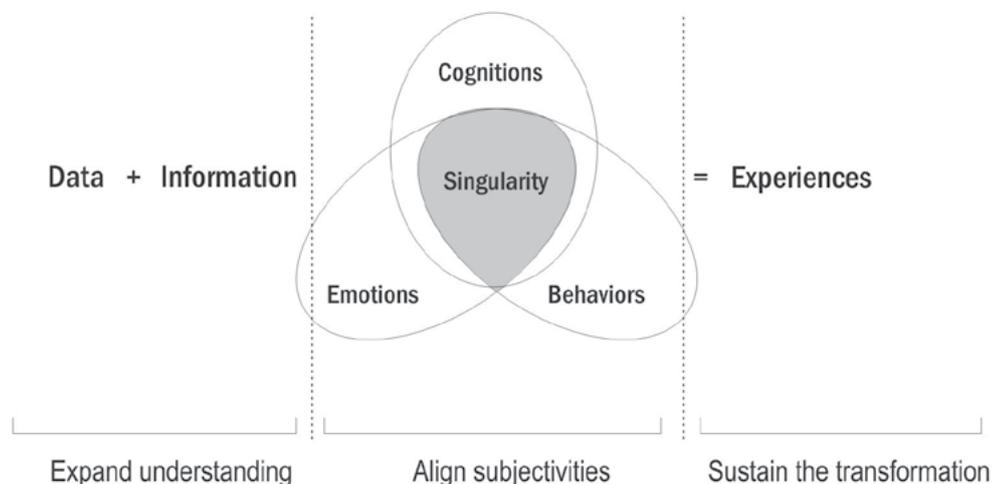
Cognitive integration to generate a conceptual understanding of situation, to share ideas, to discuss and to compare.

Emotional integration to deal with positive and/or negative feelings that appears with this new content.

Behavioral integration to analyze the possibilities and difficulties in developing new practices and to retain specific habits.

3

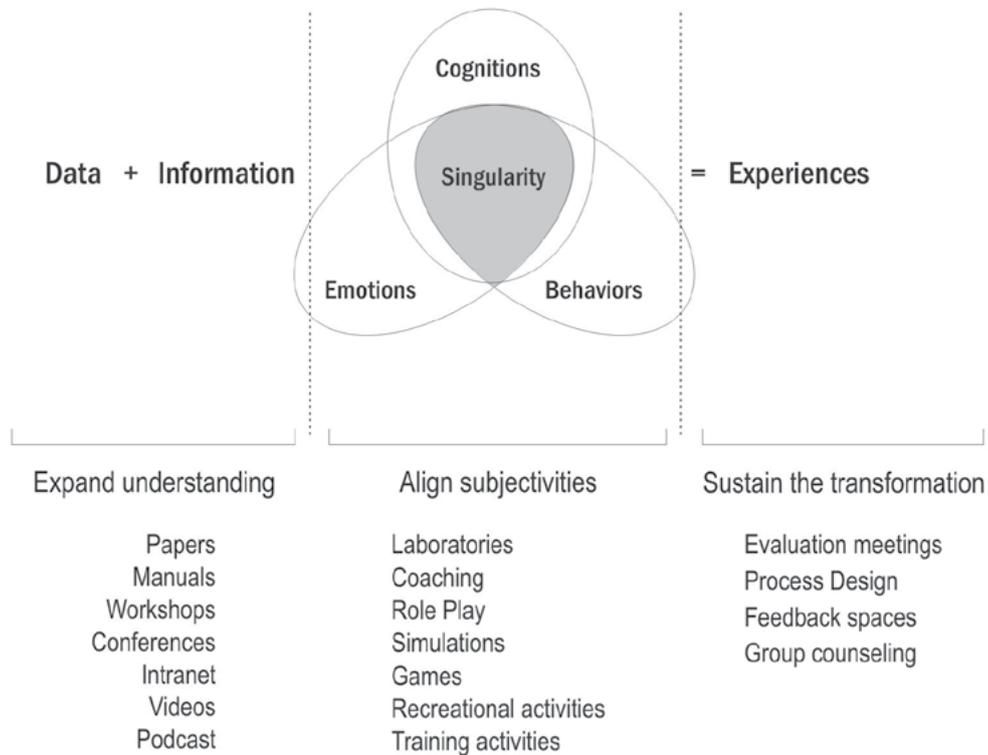
Sustain the transformation to create new definitions or reality. This operates at the rational, emotional and behavioral levels. At this point in the process, it is necessary to guide and support people to these new realities which are discovering or creating. The transformation can be expressed in new decisions, new behaviors, new relationships or new models of work.



Innovate at different times

Designing a process of articulated actions

The MATRIX OF MEANING can be applied to management experiences in organizations. In this case, the implementation of the three steps implies the design of specific processes and communication channels appropriate to the scale of public involved. In the following diagram, we present a detail of the possibilities of implementing the matrix in organizational processes.



The interpretations of our daily lives are supported by a subjective script that distributes characters, organizes the sequence of events, and defines results over time. This personal script reshapes the past, defines the experiences in the present and gives meaning to the events of the future. This personal script is a product of our history, our experiences and our habits. For this reason, when people face new situations, always address "the new" from the past, from "the old". In other words, each of us faces the future from the memory of the past.