

MODULE 2
Purpose
Part 2

An Online Learning Journey | 12 April 2024
Anna Pollock

"Allemansrätt" or freedom to roam, to forage out of nature. Our edible & drinkable country.



VIDEO:

[Maria "Vildhjärta" Westerberg – Artist and Poet | Rewilding A Forest](https://www.youtube.com/watch?v=C5ozGHIKo3A)
<https://www.youtube.com/watch?v=C5ozGHIKo3A>



Public room dynamics:

- Anna shares with the group the questions
- If you want to participate, raise your hand and Anna (or Karen) will “pass the mic” to the participant in turn
- Thank you for sharing with the group. By contributing you nourish the group consciousness 🤝

...and so does everything else



FROM

Growing

Separation

Fixing

Extracting

Directing

Negotiating

Hoarding



TO

Flourishing

Integration

Healing, Actualising

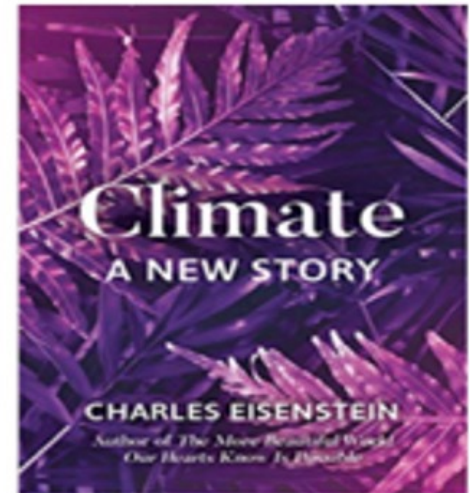
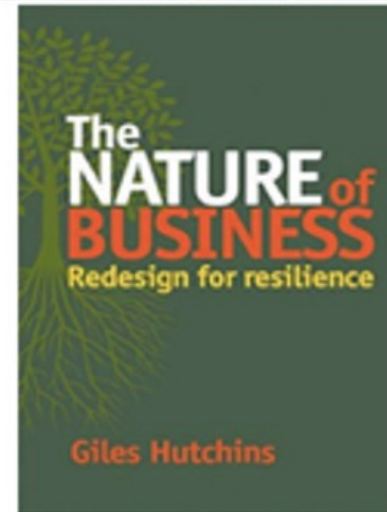
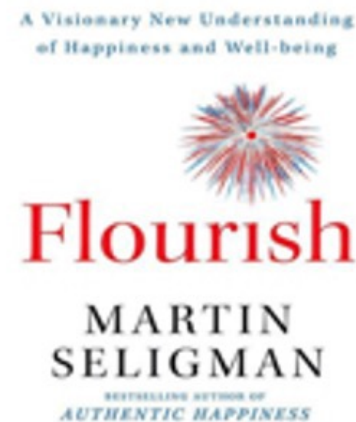
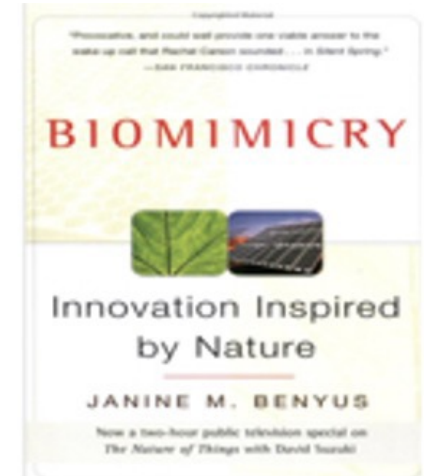
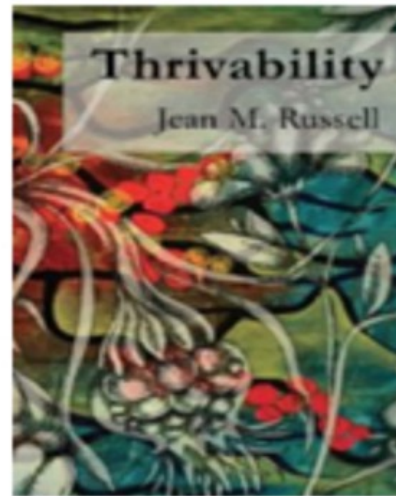
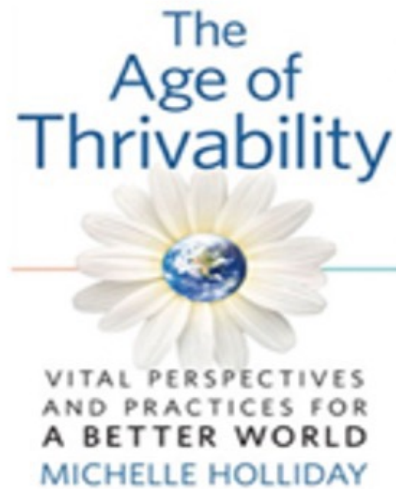
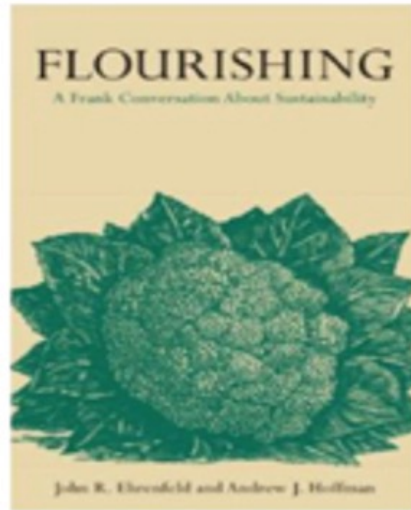
Contributing

Enabling


Harmonising

Sharing

Why Flourishing / Thriving?

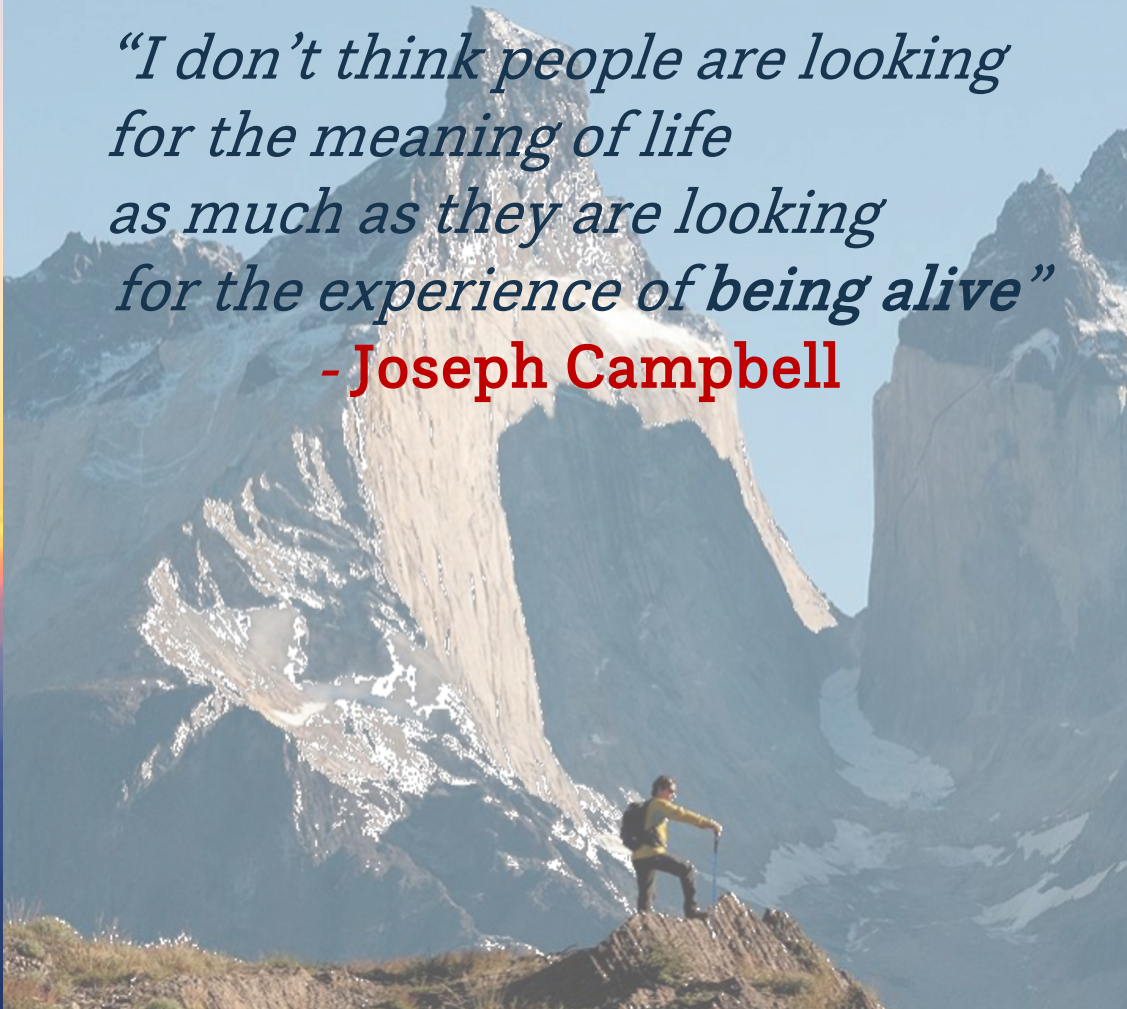


The essence of Flourishing is Aliveness



*“Don't ask yourself what the world needs.
Ask yourself what makes **you** come **alive**,
and go do that,
because what the world needs is people who have come **alive.**”*

- Howard Thurman



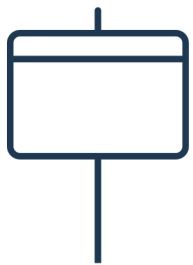
*“I don't think people are looking for the meaning of life as much as they are looking for the experience of **being alive**”*

- **Joseph Campbell**

Breakout Discussion 1.



Share with the group the times and conditions when you feel most **alive**, and consider why these conditions have that effect on you



Breakout rooms dynamics:

- Agree who in your breakout group will take notes so that,
- When the online session is over, he/she will email them + the first name of the group participants to karen@backtolifenetwork.co.nz

How do we know what flourishing looks like?



To FLOURISH

To PROSPER



- 🦋 Well-being, Wellth
- 🦋 Health
- 🦋 Vitality
- 🦋 Resilience
- 🦋 Creativity
- 🦋 Aliveness
- 🦋 Peak performance
- 🦋 Joy

Flourishing = Health & Well-being

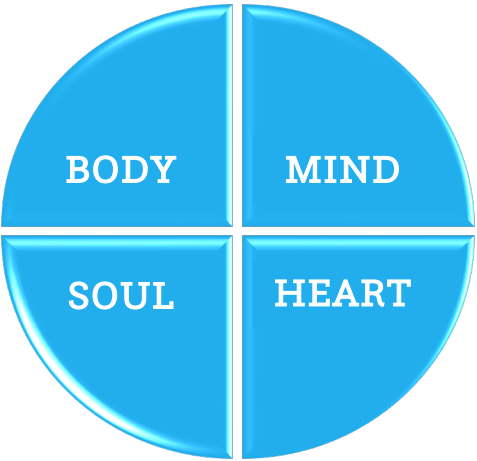


- ④ The words **flourishing** and **thriving** describe a state of **being**.
- ④ They describe the **capacity** of a **living-system** to be **fully alive**, **capable of**, developing and to evolving.
- ④ The notion of a **flourishing/thriving state** can be applied to **persons, places, businesses, gardens** – never machines.
- ④ It's a holistic term - expressed uniquely by the **life form** and involving various aspects of its **being, knowing, and doing**.

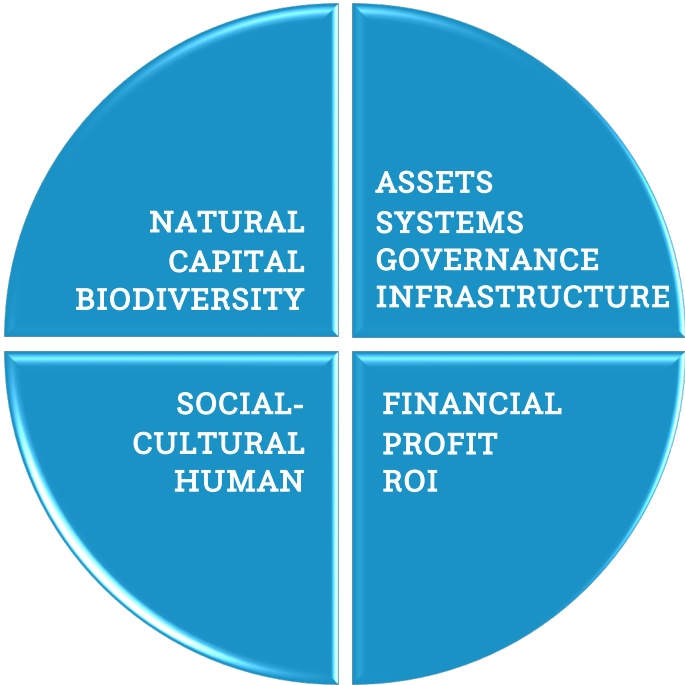
Flourishing applied at every level



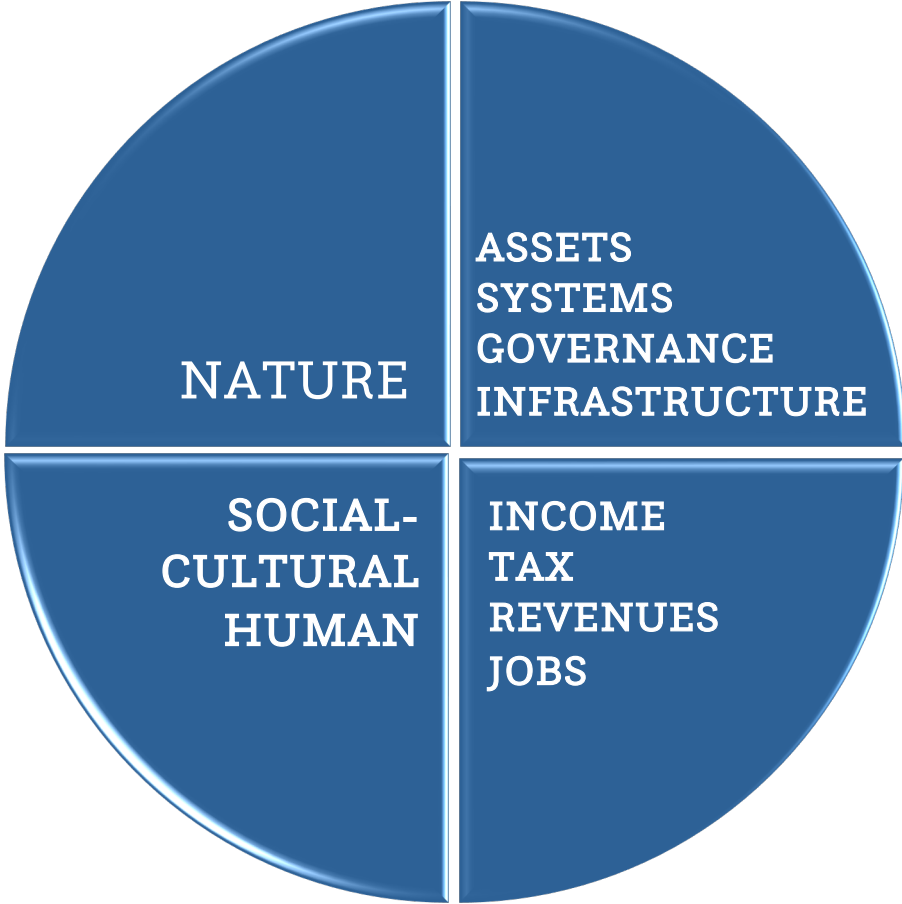
PERSON



COMPANY



COMMUNITY



Role of Care



- 🦋 The **flourishing** of any living being (a plant, a child, a garden, a business,) depends on the **care** of another.
- 🦋 Living beings **flourish** when cultivated or tended.
- 🦋 To cultivate means to take **care** of or to cherish.
- 🦋 It's a gift of the conditions needing for life to **thrive**.

“Care is not a thing but an action; to be careful is to care about your work, to care for fellow workers, to care for the organization, to care about the community... Care which enhances relationships, in turn enhances companies’ creativity and adaptability.”

- The Soul at Work



Purpose aligns, shapes the goal
Care connects, glues, motivates

Theme

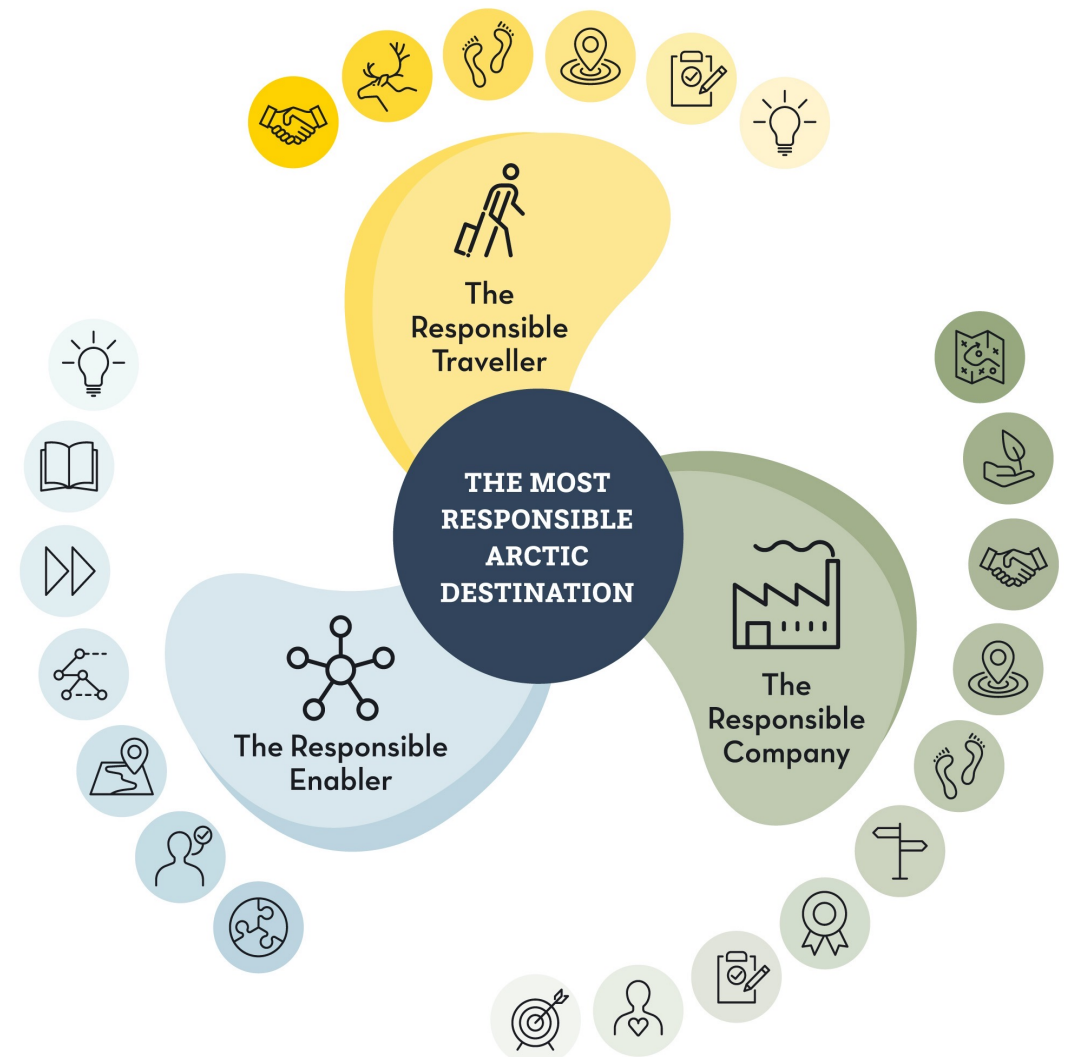


Flourishing
is the outcome of caring
What is the feeling that
animates
this propellor?



C.A.R.E.

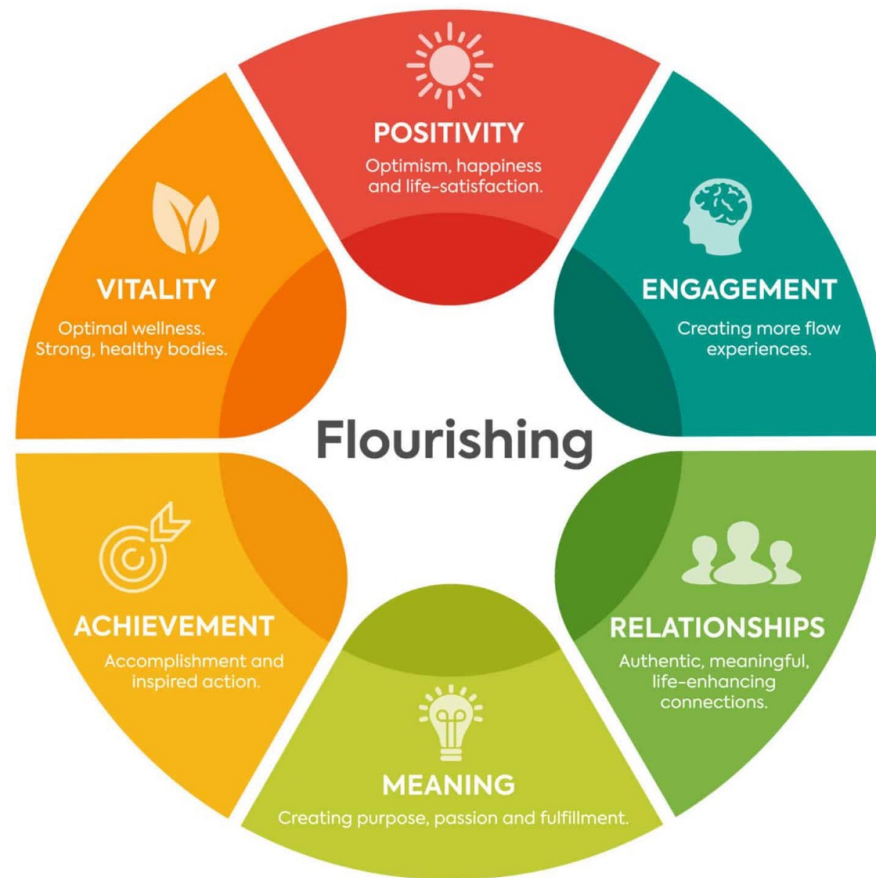
Contributing
Actively to the
Revitalization of
Everyone



A Flourishing Destination



Human Flourishing



Ecosystem Flourishing

-  Brimming with vitality
-  Diversity
-  Resilience
-  Resource Conflicts managed
-  Diseases managed

What does it mean?



- ⑥ **To flourish is to feel fully alive and to live life to the full.** The word flourishing is synonymous with thriving. A flourishing life form expresses vitality, resilience, and adaptability.
- ⑥ A flourishing **human individual** has had what Abraham Maslow described as his or her “deficiency” needs for nourishment, security, love and belonging met and is able to develop its talents, grow in various qualitative ways and find meaning and purpose.
- ⑥ A flourishing **company** enjoys sustainable profit, provides sustainable livelihoods to an engaged workforce; is accepted and supported by the community in which it is located and is actively restoring and regenerating the environment on which it depends.
- ⑥ A flourishing **destination** is one which the visitor economy pays its way, suppliers have flourishing businesses and individuals (guests, employees, owners, investors, residents) enjoy a quality of life and feel respected, valuable and fulfilled.

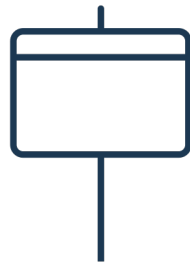


Breakout Discussion 2.



1) What do you think about flourishing or thriving?
Pros and Cons?

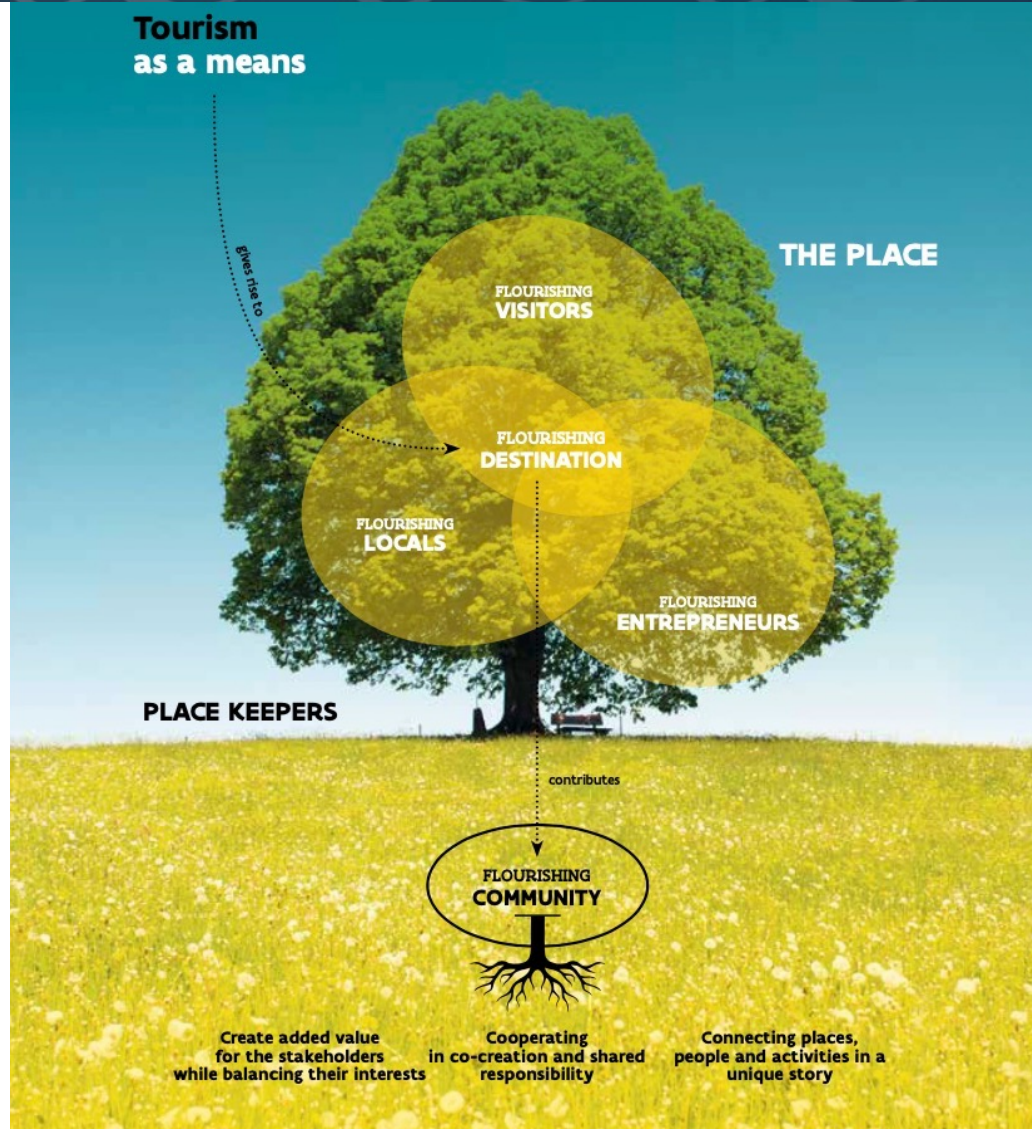
2) Should flourishing be applied to a destination or a community?



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Tourism Applications



<https://www.traveltomorrow.be/inspiration/travel-tomorrow-book>

Flourishing Destinations



A COMMUNITY FLOURISHES WHEN the visitor

- › feels very welcome
- › can fully experience the DNA of the place
- › experiences the positive impact of his/her stay: new energy and inspiration, personal growth, a connection with the place and the people that he/she meets there
- › shows respect for nature, culture and the place's unicity
- › has a soft spot for the place and the people, feels involved and is inclined to return to the place or would recommend it to others

A COMMUNITY FLOURISHES WHEN the entrepreneur/service provider

- › is vital and profitable and can cope with change in a resilient way
- › has good working conditions and is given appreciation
- › takes a passionate and innovative/creative approach to his/her product or service, while always retaining his/her unicity
- › is an ambassador of the place where he/she works
- › strives for a high level of satisfaction through genuine and sincere hospitality and professionalism
- › takes the impact of his/her activities on other place keepers and the place into account
- › wants to make a positive contribution to society/the community/the place

A COMMUNITY FLOURISHES WHEN the place

- › is attractive, pleasant and safe
- › invites the locals, entrepreneurs and visitors to meet each other without excluding anyone
- › reveals its unique character and identity, while preserving natural and cultural heritage
- › provides the space for creativity and experimentation
- › draws on the intelligence of the local community
- › connects with the rest of the world and makes a positive contribution to a flourishing planet

A COMMUNITY FLOURISHES WHEN the local

- › enjoys living in his/her place, knows the place and is proud of it
- › is involved in the (tourism) policy of the place so that he/she endorses the desired development thereof
- › enjoys the positive effects of tourism: preservation and strengthening of amenities, heritage, culture, revenue, jobs, intercultural encounters...
- › experiences the added value of tourism, such as the opportunity to meet visitors, be hospitable

Flourishing Destinations



TRAVEL REPORT
On the road towards a
Flourishing Destination
in Meetjesland

Flourishing Destinations



CONTENT

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Signposts for the reader	13

1st STAGE 14

The future pushes the traveller in the back

- Our journey
- Our maps, signposts and guides
 - Tourism as a means for a flourishing community and destination (Anna Pollock) - #fd
 - Leader – support opportunities for rural development - #how
- Our travel journal of this stage

2nd STAGE 20

The traveller hastens slowly

- Our journey
- Our maps, signposts and guides
 - Symbol of journeys to tomorrow and flourishing destinations: the lime tree - #fd
 - Drawing the flow of the project together - #how
- Our travel journal of this stage

3rd STAGE 26

Travelling is acting to bring about a new way of thinking

- Our journey
- Our maps, signposts and guides
 - Invite the whole system - #how
 - Appreciative inquiry - #how
- Our travel journal of this stage

4th STAGE 36

Experiment and discover on the road

- Our journey
- Our maps, signposts and guides
 - Holding space, keep things open and unspoken - #how
 - Generatief leiderschap - #how7
 - Internationaal samenwerken - #how
- Our travel journal of this stage

5th STAGE 42

Return journey with a backpack of memories for the future

- From tourism as a clean engine towards a tourism as a living and life-giving system
- From collaboration with the tourism sector towards co-creation with everybody involved
- From explaining towards action and experience
- From control towards a generative leadership
- From uncertainty towards trust in the own possibilities
- From pure targeting towards celebrating successes together and sharing gifts

6th STAGE 46

This is not the beginning of the end, but the end of the beginning

- Stories that shape the future
- Connectivity in all areas
- Sparkles and bubbles become new projects
- Co-creation from appreciative enquiry and appreciative work

The travelling company 49

The writer and the readers 50

Photographs 50

Roadmaps for this travel 50

Report and for further self-discovery

- About flourishing destinations and other inspiring examples
- About community building
- About appreciative inquiry and similar methods
- About generative leadership
- Other sources of inspiration

Return journey with a backpack of memories for the future

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Flourishing Destinations



OUR TRAVEL JOURNAL OF THIS STAGE

#HOW
Facilitating the group process plays at least as important a role as guiding the content. It is important that such workshops are well led. We want to learn this in Romania. To be able to quickly apply this in our own work and make a difference there.

#HOW
You learn more in a well-facilitated workshop than in a succession of quick study visits. A well-considered alternation is necessary: the study visits inspire, and we harvest by reflecting.

#HOW
Many workshops are a waste of time and energy, until the time is up. These really learned. Through the questions that were asked, I felt stimulated to reflect.

#HOW
In a workshop, a participant was complaining all the time. By asking the question: 'What brought you here?' the conversation changed instantly. You could see this participant start to think: 'oh yes, I came here of my own free will...'

#HOW
Through the international aspect and going out with the international group in your own region, and being able to tell about it, we also get to know our own region better.

#HOW
Even with colleagues I have known for a long time, I had inspiring conversations. That was because of the questions that were asked. They are different from the questions in our daily work.

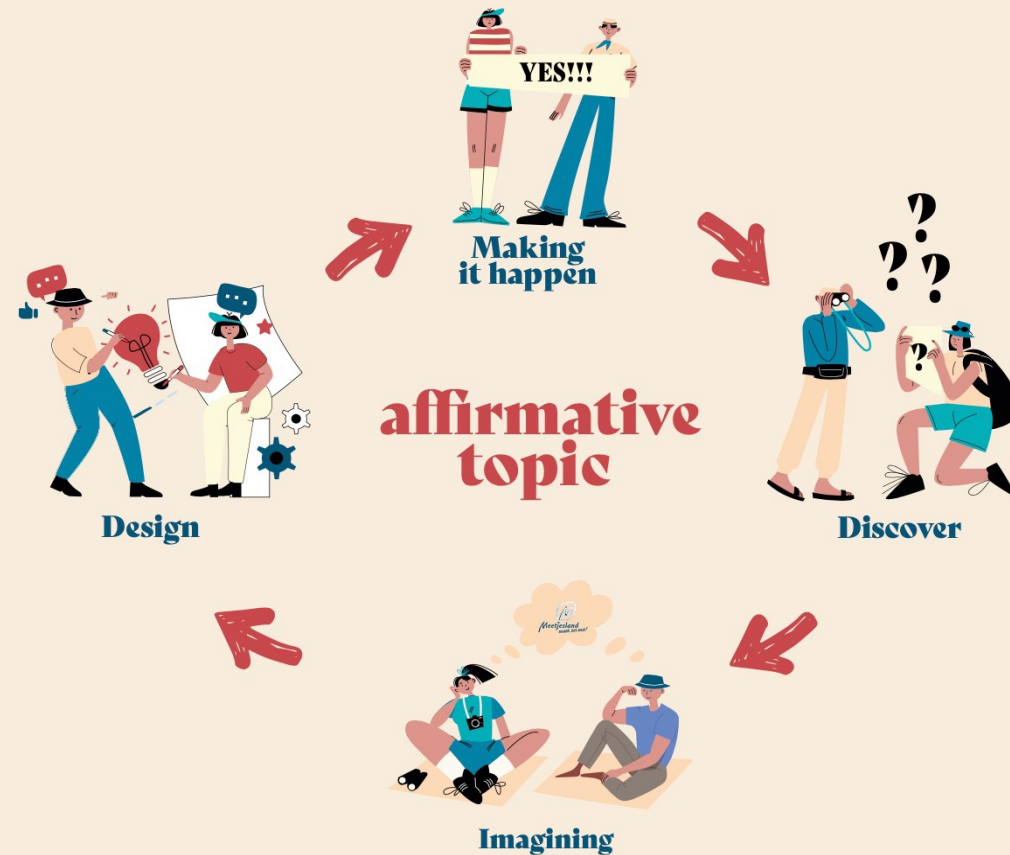
#HOW
As a tourist region, we immediately had common ground to exchange ideas with our partners in Scotland and Romania and that alone makes the Leader funding and the effort we make as a province to promote and support Leader so valuable. By thinking together, we became smarter together.

#HOW
Sharing stories is so important. By listening to the stories, we learn about other regions and about ourselves. The story of Farmer seeks Bank reminded me of my own life. Because other people were interested in our projects, I felt proud.

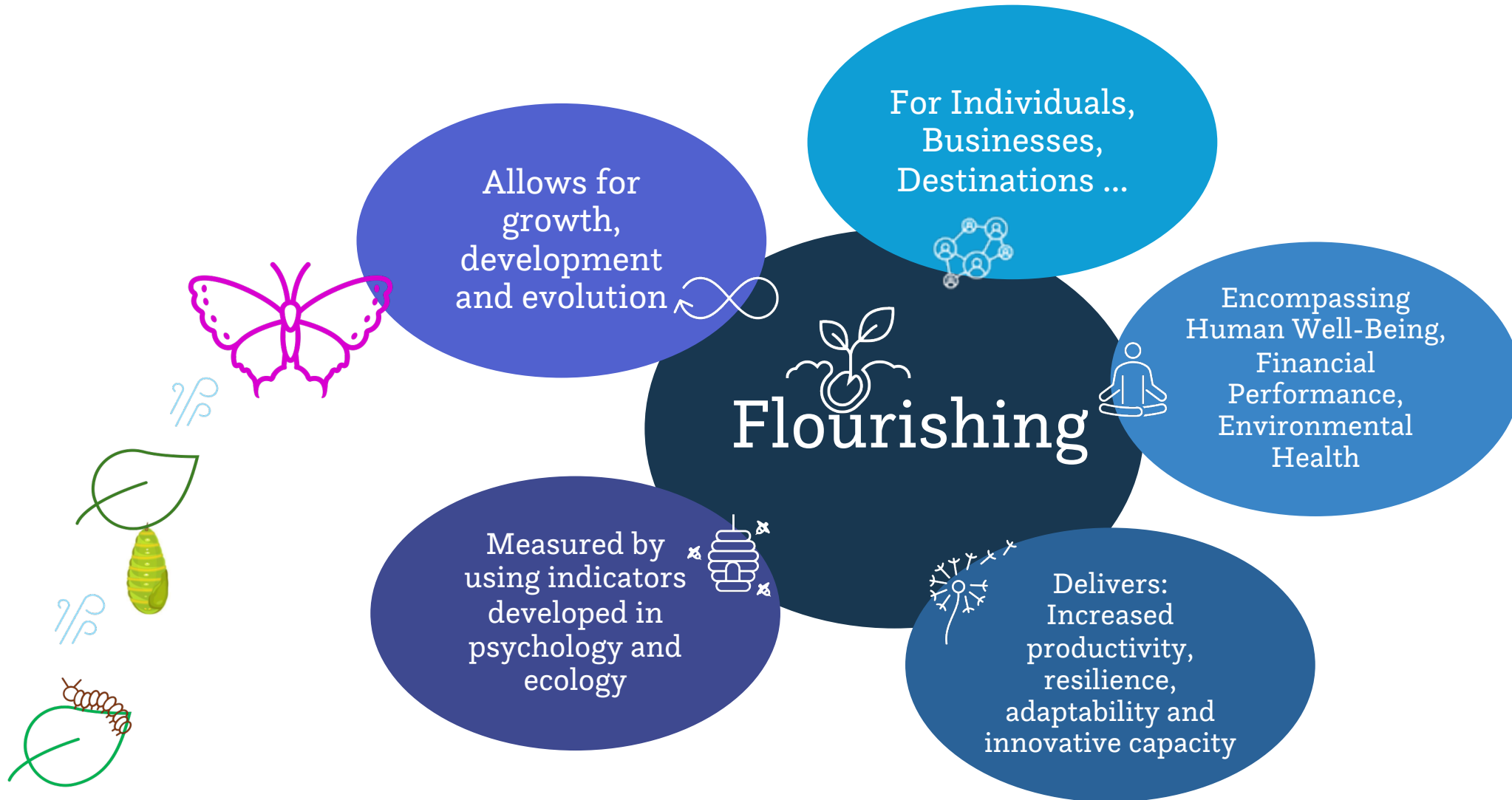
#HOW
Speaking in a big group is not something I like to do very much. Because we worked in smaller groups, I felt free to speak up. I remember people being so open. We had deep conversations about purpose. It also made me think about who I am.

"Growing further towards a thriving destination and community".

This positive core theme forms the focus of the conversations about the project, moving towards a result in four steps, the 4D Circle.



The benefits of using Flourishing as an Indicator of Success



Essence of Hospitality



BACK TO OUR ESSENCE

Hospitality one of the **oldest rituals in human evolution**

Hospitality = offer of **CARING welcome**; an innate recognition of shared vulnerability and interdependence

Sharing of food, water and shelter can put life back into a weary guest

Reciprocal exchange of experiences between guest and host – ideally transformed by the encounter

Deeper purpose is to heal, to make whole or to enliven

Connects strangers, convenes meetings that nourish and animate

Contributes to the appeal and vitality of the host community

CONNECT – CONTRIBUTE – CARE 








Reflections & Homework



Make some space in your time to
IMAGINE - VISION - DREAM... 

- and in the coming days **watch the videos/films** that you haven't seen or that you feel you would like to watch again 
- Read** the material we have shared to support you and maybe, it will help you find your *inspirational moment/your aHa moment* ... 
- Write down** your questions, reflections, doubts, inquiries, inspirations – it helps keeping your thoughts in written, like keeping a diary (or like Maria says “your (other) *Facebook*” (from the video ‘Once upon a forest’). Please share them with me and send me an email 



Homework dynamics:

- Make some space during your day to think/reflect on these questions,
- Write them down – as long or short as you feel like (it is like keeping a diary) and if you wish please,
- Email them to karen@backtolifenetwork.co.nz

Thank you! Looking forward to reading you on my Inbox  Karen

End Module 2.2



Thank you!



Swedish Lapland
Visitors Board



**Co-funded by
the European Union**

Link to the learning platform: <https://ail.swedishlaplandvisitorsboard.com>



See you on Tuesday 23. April


BACK TO LIFE
A Regenerative Renaissance