
THE ENERGY OF CHALLENGE

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At the core of all our activities is the continuous striving to fulfill ourselves, to build and maintain a deeper satisfaction, consistent with our often unsaid wishes and hopes; there will always be a goal and this must represent an appropriate challenge. In everything we do as we are all worthy of great investment in ourselves. Reward will come sooner or later.

Today's **business world** is fast moving, ultra competitive and the keeping a jump ahead of the competition will entail us being aware of whatever we are up to.

The idea of challenge may be linked to business leadership, to the teams that become comfortable with the new goals. Still, many of the habits and patterns of the old ones remained and it happened to be an element of the momentum of a business.

The idea of momentum is **to embrace the forward movement of a business** and the fixed nature of the rate of that movement. This dynamics consists primarily of two elements; first the behaviour of the people in the business and second the behaviour of the customers and prospective costumers of the business. So one element of momentum is the staff and the other is the market. Changing the momentum involves altering the behaviours and taking of the staff or of customers or prospective customers. For a small business with a few staff and a handful of customers, this can often be done in a few days or weeks. In a business with a few thousand staff and thousands of customers, it can take years. Momentum thus embraces the embedded, habitual nature of human behaviour and the tendency of such behaviour to stay within a circle of what is known. The picture is one of all the comfort zones, one for each person involved, trundling along a broadly similar path- to change the momentum is to alter the size, the direction or speed of travel of these circles of comfort.

To change the momentum of a business in its market involves such issues as advertising, public relations, market and sales policy in terms of pricing, product quality and service to the extent that these issues do not involve the people in the business.

We know that human growth does not occur in a passive environment. The idea of growth is not the eastern type of spiritual enlightenment occurring through

meditation. It is the increase in self confidence and self assurance and quiet certainty of the action of someone who knows what to do and is at peace with the world and with himself but who is committed to achievement. Such people know fear, but can contain it, know uncertainty but can calmly settle it, set high goals and reach beyond current comfort zones but do so for their own satisfaction not to please others. In relation to accumulating worldly objects and wealth, money comes as a consequence of doing what they set out to do, provide there was a market in the first place. For example, one person may choose to be a manger, another painter. Both follow the path above, both knowing they are successful at what they do.

Yet the manger may accumulate much more wealth, the painter may always be struggling for money. Only in the latter years of life, and even at times only after they are dead is the work of the painter celebrated. Such is the difference in the career choice, yet both may have made similar choices in how they lived their lives. Both committed themselves to progressive, patient achievement. Both were liberated by the commitment of doing it for themselves first. Mere accumulation of wealth does not necessarily make for a better person. It only means they made different choices.

Achievement as above is very satisfying. It fulfils itself, and the person fulfils himself for herself. Therefore it is inherently motivating. ***How then can a business use this model to build a motivation and culture?*** A business cannot insist that people think some certain way; it can only manage the environment. The starting point of the approach is to set a challenge. The challenge must be supported by a clearly and regularly presented philosophy and approach that explains and makes sense of the challenge of the people. The challenge must be within reach, yet a stretch. People must be able to see and to influence how the goal is being achieved. There has to be monitoring and coaching support for people to keep them focused on what they have to do and to keep sharp, promoting the best possible chance of success. Yes, success must be celebrated. When a challenge is put under such circumstances, it energizes people. ***This can be called the energy of challenge.***

People who cannot or will not adopt or work in a challenging environment tend to leave; those with the inherent response to the environment are being looked for first, as it is easier to improve skills in a willing person, than improve willingness in a skilled one. The focus will be on converting energy into actions so that ***business becomes successful, profitable.*** And to bring people closer to see purpose in work beyond today's profits is not at all simple as integrity and commitment have an impact on the soul and the heart of people.