

Beating the Moon *Is your organisation really making the best use of all its resources in these difficult times; particularly the human factor?*

Tapping into the potential of people and unlocking the genius that lies within is no simple task, as most organisations, leaders and managers have found. Organisational culture, past problems in the organisation, petty political squabbles and a host of other issues often mean that people at work just go through the motions of doing their jobs. They avoid taking risks in order to survive and keep their heads below the parapet. And above all in the workplace, money is often a key issue, frequently quoted as the main source of motivation. Many workplaces can be 'people burners', where people are under pressure, simply compliant in terms of doing their jobs and lacking in commitment in terms of going the extra mile. Work can be a sad situation for many people, particularly as pressure on cost cutting, resource allocation and headcount reduction result in de-motivated people who simply 'do their job' rather than strive for excellence.

There is of course another way. Nobody goes to work with the intention of doing a bad job. It is the way they are treated by many organisations which is the problem. ***Beating the Moon (Part One)*** features the Bridgwater carnival (the largest illuminated procession in the world) and the Ramblers carnival club's year long quest for victory. It documents a fascinating example of how people can be creative, motivated and filled with passion given the right circumstances. What they need is a vision, an opportunity to grow as individuals and the feeling that they are making a valued contribution to something worthwhile. It is the vision, the camaraderie of their workmates and the boost to their self esteem which can really turn them on to achieving greatness. ***Beating the Moon (Part Two)*** is hosted by eminent business psychologist; ***Dr John Potter*** who draws out the lessons from the Ramblers experience and relates them to real life business situations; highlighting, for example, the fact that emotional energy can be channelled and focused so that managers and leaders can almost seem redundant. Using clips from the first programme, John points out that there is little evidence of command or control leadership within the Ramblers team, no evidence of toxic leadership and very little indication of any interpersonal squabbles. In ***Beating the Moon (Part Three)*** John outlines a simple model based on the 5 'Ps' *Planning, Passion, Pride, Performance* and *Persistence* as a prelude to the case studies and further exercises contained in the supporting CDROM. In sum, we believe this is one of the most exciting and influential management development programmes ever produced. Time will tell. But what is already clear is that it is a testament to the greatness of the human spirit when the right buttons are pushed.