

# UNLEASHING HUMAN POWER

Back to the purpose of organizations and society

The Energy8 tool visualizes social structures in order to create a collective understanding of the unconscious foundation of your social system, such as its shared identity and values. The combined human power of everyone involved will be effectively utilized to reach a shared goal.

## The key to success is in the heart and soul of people

In these ever-changing times, social systems such as companies, organizations and communities are getting more and more networked. Members of our society continue to find new and faster ways to get in touch with everyone and everything.

In these complex environments, values are the glue that holds an organization or society together. Values motivate people to do the right thing, instead of just the easy thing. Passion and energy from the people involved is what makes the difference. And if this energy is utilized effectively, not even an exceptional amount of effort is required from the people involved in order to become successful.

Within a community, identity and shared values are of essential importance. But what is the identity of your community and which values do you share with your companions? Do you all have the same views, or do some aspects need adjustment?

How can you make this community a more desirable environment for everyone involved? The Energy8 tool offers a solution. It will unleash the creativity and resourcefulness that a group or team can bring from its heart and soul, in order to resolve a collective issue.

## Mapping social systems

The Energy8 tool uses an approach to find collective values and identities within a community. The objective of the Energy8 tool is to create clear 'maps' of social systems. These maps bring a collective understanding of the unconscious foundation of a social system. Our approach focuses on the whole system and helps teams and organizations to use their inner strengths and capabilities. This way we can see, understand and influence collective identity, shared values and entrained patterns in teams and organizations.

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## It all starts from an idea

The Energy8 tool accelerates on a cyclic approach. It all starts from an idea for creating a better living or working environment for the concerning social group, and trying to find the underlying aspirations. After that we will search for shared identities and values, from which we can also find patterns. When functional patterns are recognized, they can be activated and woven through existing structures. It is all about the implications and trying to find new pathways and multiple routes that can make the idea grow. The final phase is where actions are set out and take place following the mentioned pathways. Here a set of collectively defined simple rules for interacting and decision making are created. This whole approach is based on system thinking instead of linear thinking, and always offers a chance to return to the previous step and reconsider, or start a new cycle when fresh ideas are formed.

Our expertise is to quickly accustom groups to this cyclic way of working, from where the group can guide their own process. We use workshops and the Energy8 tools to ensure a quick learning process.

## Creating a MagicMap

A map of your social system, which we refer to as a MagicMap, will be drafted based on data collected in an online survey. In a colorful array, the values respondents considered important are categorized in eight archetypal identities. The dominating values are presented in both the genotype (personal values) and the phenotype (system values).

Now we have a clear overview of the values people consider important themselves, and the values people consider important in their social system. After learning these identities, we can set up a workshop where the people involved define a collective list of actions that will inspire everyone to create more possibilities together.

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## Answers to complex issues

When directors and managers form an idea to transform their organization or society, questions concerning their complex culture will arise, such as the following:

- How can we inspire our clients?
- How can we transform our culture?
- What are our shared values and where lies our collective energy?
- How do we create a high-performance organization?
- How do we apply effective change management?
- Why don't our different departments work well together?
- Can we merge with the other's corporate culture?

Together with everyone involved, we will find inspiring answers to these essential questions. Feel free to contact us with your questions and discover how we effectively utilize the social energy within your social system to create a high-performance environment.

### Test Case All

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 Founder	Reliability	Security
 Searcher		Vigor Fun
 Warrior	Humor	Achievement
 Healer	Helpfulness Friendliness	Helpfulness Cooperation Friendliness
 Narrator	Honesty Open-mindedness Fairness	
 Seer	Positiveness	Positiveness
 Servant		
 Master		

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## Recommended Literature

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James Lawley & Penny Tompkins (2000). Metaphors in Mind. Crown House Pub Ltd  
Dave & Wendy Ulrich (2010). The Why of Work. McGraw-Hill Education  
Donella H. Meadows (2008). Thinking in Systems. Chelsea Green Publishing  
Ralph D. Stacey (2003). Complexity and Group processes. 'The irrational side of change management'. The McKinsey Quarterly

## Authors

Rik Berbé is partner at Humap in the Netherlands. Kerstin Laumen is copywriter. Are you interested to discuss the topic of 'unleashing human power' further with us? Would you like to explore on how to find the collective identity and shared values? Then send your mail to [rik.berbe@humap.com](mailto:rik.berbe@humap.com). We welcome your thoughts and comments on this paper.

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