

18 Elevate your consciousness level for more success

Mon, 8/3 3:55PM 16:33

SUMMARY KEYWORDS

organisation, consciousness, level, leader, fulfilled, elevate, important, anymore, values, rebel leader, customers, processes, manager, focus, empower, profits, basic, successful, ceo, grow

SPEAKERS

Murielle Machiels

00:00

Hi there. Today I'm going to talk about why you should elevate your consciousness level as a person, but also as a leader and as an organisation if you want to be happy, and if you want to be successful, so I'm going to talk about why you should elevate your consciousness level, what it means and how you could do it. And I'm going to do that with the Barretts model, a model developed by Richard Barrett called the seven levels of consciousness. Now in slow times as an organisation, it was efficient to have financial stability and so to aim for profit, to have basic relationships, and to have processes in place to have operational excellence, and these are the basic levels of your organisational consciousness. So if you had those three things, you were successful as an organisation in the past, but then you got more and more competitors or your customers got other demands. And so as an organisation, you had to innovate. And so innovation and constantly learning new skills became the fourth level. Have your organisational consciousness which doesn't mean that you don't need the other levels anymore, you still need them of course, but you also need to innovate if you want to constantly evolve and grow as an organisation. And these are four levels that a lot of organisations master. But today in these fast changing digital times, you have a competitive advantage. But you cannot keep that competitive advantage for a couple of years anymore, like you did in the past. You get copied after a couple of months or even a couple of weeks or you get new customer demands or new regulations, or you get disruption like the Coronavirus we live in today, or we're witnessing today. And so it's not enough anymore to simply have this competitive advantage and to reinvent yourself every couple

of years. You need to become very adaptable and also for your consumers, for your customers, they have a lot of choice. It's not any more about where should I buy this, it's more about what do I have to choose there is so much choice in this world, that I don't know what to choose anymore because everyone is having approximately the same and is offering approximately the same. And that's when this fifth level becomes important. And that is authenticity. In a world where there is so much choice. People are looking for authenticity, they're looking for you to make a difference. And to make that difference. You have to have values and a purpose and you have to stick to that and that's the fifth level of consciousness. But that's also the level where you start empowering the people in your organisation so that fifth level will make you successful and also happy in these fast changing digital times. But then when you start making a difference for your customers, you start realising that things have become so complex, that you cannot offer everything by yourself anymore. So you need to build ecosystem to increase that customer experience. And that's that sixth level, you need to build partnerships. You also need to build a community around your company about your values and your mission. And then that is still not enough because today, people, they also want sustainability, they want ethics. They want you to make a contribution to the world and that's the seventh level, living really your purpose as an organisation. So these are just seven levels of consciousness of an organisation. And if you want to be successful as an organisation, you have to have full spectrum, meaning that you have to be able to function at each level. And what we tend to see is that NGOs, for instance, they have a lot of focus on these higher levels. But sometimes they can miss the focus on profit, on basic relationships and on processes. And so they're not as successful as they would like to be. Or what we also see is that companies that are public companies where financials are really important, they tend to focus too much on profits, on processes on operational excellence and not enough on these higher levels of consciousness. So if you want to be successful as an organisation, you have to operate on All these levels, but since the consciousness level of an organisation cannot surpass the consciousness level of its CEO, well as a CEO and you as a leader, you have to elevate your consciousness level because it's the same 14, a team will not be able to surpass the consciousness level of its leader. So it's important to elevate your consciousness level. Because if someone in your organisation is looking to make a difference is looking to make partnerships, and to be empowered and things like that, but you as a CEO, you're still only focused on processes on profits, on all the things of the traditional managers. Well, that person will not be happy in your organisation and will most probably leave so the people with higher consciousness levels, they won't be able to stay in your organisation and your organisation will not be able to be successful. So as a leader, you also have seven levels of consciousness. So the first level is the crisis manager because you have to ensure stability, you have to make profits, you have to be sure that safety is in place, that everyone is healthy. This is really the basic function, then you have to be a relationship manager, you have to make sure that people talk to each other, that you talk with your customers that there are meetings in place where things are discussed regarding projects, then it's not enough Of course, you have to be the performance manager. So you have to have processes in place so projects is not enough. You have to look at what went well what went

wrong. How can you improve your processes, look at quality product activity, KPIs, things like that. That's the third level. But then we want you to be the innovator and the facilitator. So you want your organisation to be HR, you want to empower people, you want people to innovate, and so you have to be another kind of leader for debt level. I wanted to talk about a great free five day challenge that I'll start on the 21st of September. Are you really busy? Do you wish you had more time for yourself or your loved ones? Be sure to join us for the five day challenge from overwhelmed to focused key leader in just five days with five short videos will help you get more focus in these fast changing digital times and help you get your life back. All you have to do is register on [www key leader.com slash focus](http://www.keyleader.com/slash/focus) and the link is in the show notes of this episodes, and motivate your team, a colleague or a friend to join us as well for this challenge, as it's always better to learn together, is it time for you to have more focus and more time, don't miss this opportunity. This method helps me reach amazing results while only working a couple of hours per day. And I want that for you, as well know back to our episodes. And so the next level as a leader is the authentic leader and the authentic leader is aligned with his or her values. And he or she values out intensity, openness, transparency, so that's the next level. Then of course, you want employee fulfilment. You want to be a coach and a mentor to the people. So you are the mentor leader, but also the partner leader, the one two forms, partnerships who build a community and then the last level As a leader is the visionary leader, because you have a vision for your organisation for the future generations, you want ethics sustainability, you have wisdom. So, again here as a leader, ideally, you should be able to operate on these seven levels. And it's not that one level is better than the others. The first three levels are the levels where we talk about managers. And so you still sometimes need to be a manager, if there is a crisis, you're not going to empower your team to have a meeting to ask, what do you think we should do? If you have a fire, for instance, you will be the crisis manager and give direction to the people in your team. But at other times you want to co create you want to listen to empower, so you have to be able to function at all these levels. And that's what I teach for instance, to the participants of my course. is how to elevate your consciousness level as a leader because it's not enough to know all these things, you have to act accordingly. And how then do you elevate your consciousness level? Well, you elevate your consciousness level by first mastering your basic needs, because the tree first levels in the Barretts model are also the tree basic needs that you need to fulfil as a person. And it's the need for safety and security. It's the need of belonging and it's the need of self worth. And it's basically these three questions Do I have enough? Am I loved enough? And am I enough or am I worth it? Am I recognised enough? And as a leader, the first thing you need to do is to manage these three basic levels because once these three are fulfilled, then you will be able to grow. And so how do you elevate your consciousness level as a leader? Well, you have to fulfil the need at each level to be able to grow. It's a little bit like the pyramid of Maslow. So you need to have that security and safety need fulfilled. Because if you don't have that fulfilled, or maybe you had some issues with that level in the past, you can become very controlling you can become greedy, or you can become dominant. The second level you need to fulfil is belonging, and belonging is am I loved enough. And so you need to have a network of people around you, that care about you and

that love you that's really important, and the third level of your order Third basic needs you need to fulfil his self worth, am I worth it Am I recognised, and there, it's really important that you give yourself recognition as well. So all the fears that you will have will be linked to having the feeling that some of these three basic needs is not fulfilled. So manage your fears very well by listening to the needs behind that by fulfilling these needs. And that's how you will grow. And then for the rest to grow to continue growing your consciousness level. Just look at what are your values, what do you deeply care about know and live a life aligned with your values because once you have fulfilled the values of that level, you will automatically see that you will have new values that appear. That's why people like like me who've had the career And who have proven themselves I had the career I became a CEO. And that's when I realised that it wasn't enough for me anymore. I was worth it, I had learned a lot of things. But now I wanted to make a difference. And that's the next level. And then probably later, I will want to make big partnerships, I already have some partnerships. And once the needs of that level are fulfilled, that's when you get to the next level, where you almost become this self less humble leader who is in service of the others, and manages to get his ego aside. And I mean, you manage to do that because you know, you are worth it. And people for instance, who hides behind their ego who hide behind their status, who are looking for power, that's often because that third need of selling Worth is not properly fulfilled. So how do you grow as a leader you grow by looking into what's really important for you now what do you deeply care about? You fulfil that needs, and then another needs will come and you fulfil that need. And that's how you grow your consciousness level by being really aware of your values, and by managing your fears. And so I'm really curious, where do you think you situate yourself? What is your current consciousness level? And what is the consciousness level of your organisation? But of course, it's not easy to elevate your consciousness level when you are so busy when you don't have time. And that's what my next episode will be about. How can you save time at work? or How can you do more with less, so subscribe to this podcast if you want to receive it. Automatically and also subscribe if you want to build a meaningful life and organisation.