



**MASTER
SYSTEMS**



Secrets of a PROCESS WHISPERER

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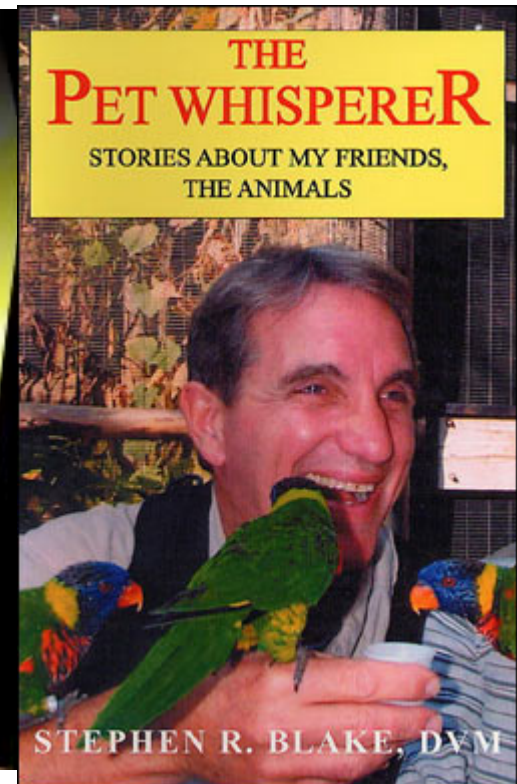
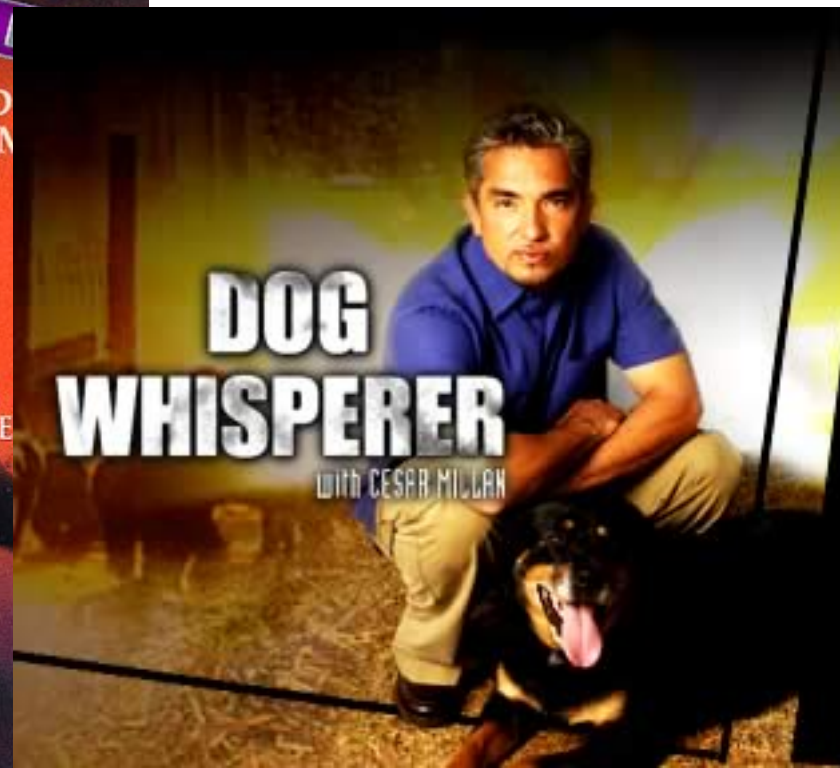
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Lots of kinds of whisperers



More whisperers

INTERNATIONAL BESTSELLER

TRACY HOGG
WITH MELINDA BLAU

SECRETS —OF— THE BABY WHISPERER

HOW TO CALM,
CONNECT, AND
COMMUNICATE
WITH YOUR BABY



"A reassuring guide for new parents . . . one that calms the baby and restores peace to the household."
—USA Today

THE DOG WHISPERER™ BEGINNING AND INTERMEDIATE DOG TRAINING



Compassionate, Nonviolent Dog Training

TRIFINITE PRESENTS
THE SUMMER TREND 2005

CENSORED

A major German car manufacturer felt offended!



a trifinite project

THE CAR WHISPERER

a project to show the negative aspects of standard passkeys in Bluetooth carkits
presented at What The Hack in Liempde, Netherlands in the end of July 2005

GHOST WHISPERER



What is a whisperer?

- Someone who appears to whisper to a target and get that target to do what is requested, even though many previous attempts have failed.
- What is that magic thing that the whisperer whispers?
- What are they doing that I am not?!



Whisperers exploit

- Whisperers know what goal the target seeks.
- In the case of organizations, what is the overarching, consuming goal of every organization?
- The whisperer focuses relentlessly on that goal, esp. with the chief executive.
- Because the whisperer knows that the people in the organization are unhappy because their collective goal is not being achieved.



Text of proposal

From afar, horse and dog whisperers appear to get recalcitrant animals to obey them without saying anything aloud, seeming to whisper “secret” commands into an animal’s ear. When we see this we attribute such gifts to magical powers, hocus pocus, hypnosis, and imbue supernatural powers to the “whisperer.” We have also seen these same things happen when certain strong personalities speak to executives: even though we have told those executives virtually those very same words a thousand times, when a Process Whisperer says it there appears to be some secret communication and the executive becomes interested for the first time!

What “whisperers” do is to get their targets into the natural states, back to where their instincts take over, where they react in an inborn, almost physical way. We will name names as we illustrate the ways in which people in SPI who have reputations for strong personalities actually control the situation with executives.

This is not a presentation so much as a demonstration. In it the author will demonstrate how to place executives into their natural states. The audience will be participants in this demonstration, will have a chance to actively practice the few, simple rules that whisperers use.

Every whisperer is a calm, assertive leader who seeks to have his/her target be a calm submissive follower. The normal way to accomplish this with animals is exercise, discipline, and affection (in that order), so we need to adjust that triumvirate for our setting. In addition, every whisperer communicates to his/her target the rules, boundaries and limitations that lead to positive consideration of SPI and help to control undesired behavior.

Whisperers begin by stabilizing a volatile (red zone) situation by taking charge and dispensing an immediate, positive prescription. Whisperers know that there are no quick fixes, so they proceed to build a long-term relationship based on respect, and sometimes also use paradox to unfreeze behavior and hold attention, such as simultaneously being gentle and firm. They are a little bit unpredictable! And that edge keeps the targets attentive.



Text of proposal (cont.)

There are only a handful of principles that whisperers apply and they apply them persistently, insistently. These few principles explain the effectiveness that certain SPI leaders have with their targets. The principles are based on the belief that there is a natural order to everything. An example of the natural order is that people need leaders, and in the absence of a strong enough one then someone will arise, sometimes from outside the group to lead it, like a Process Whisperer.

One of the key principles is to know the goal of each target, in our case, organization. It turns out that at the highest level it's the same for all organizations, no matter if they are for-profit, not-for-profit, governmental, charitable, etc. That goal will be disclosed in the session and then leveraged (exploited) by the whisperer to advantage. Often, one of the important reasons that the rest of us fail is that we do not know this overall, common goal and therefore do not appreciate its power to persuade.

It is the knowledge of this goal that makes a person appear to be a whisperer to the rest of us because in only a few words and gestures the whisperer achieves so much with existing organizational leaders. Whisperers hone in and ruthlessly focus on that single goal. And their achievement is made through a set of microbehaviors, which in turn will also be illustrated, including – amazingly -- posture, tone of voice, and judicious use of “No!” Even to the chief executive officer and his/her staff!

The reason that the target – be it a horse, dog, or organizational executive – pays attention to a whisperer is that the target is unhappy, unfulfilled in some important way. The whisperer assumes that the reason for the lack of fulfillment is that the target's implicit, universal goal is not being met and so the whisperer focuses on the unspoken goal of the species. For dogs, for example, that latent goal is to be part of a pack, to be a calm submissive follower of a strong pack leader, which, in the case of a whisperer is the whisperer him/herself. And for the organization the equivalent implicit goal will be presented and explored and then we shall see how the whisperer used the lack of fulfillment of a hitherto unarticulated condition to obtain the desired behavior: in our case the sponsorship of the first or next step in software process improvement.

In sum, the audience will come away with what up until then had been the secret, almost magical, behaviors – and the reasons for their strength -- that powerful personalities in our process improvement field have used, probably subconsciously, to amaze us as they convinced even the most reluctant and stubborn executives of the value of SPI.