

**THE 2% SOLUTION:
Finding Meaning in the Workplace**
- Marcia Hughes, President, Collaborative Growth

Joining meaning and action to create purposeful work is challenging. Yet, I believe this is a core desire for all of us. Meaningful work is the motivation for doing a really good job, for wanting to tell family and friends about our work, for learning and growing.

While the world is getting smaller, the problems are getting bigger. We hear of war and terrorism every time we listen to the news. At the personal level, the growing number of choices, "shoulds," and expectations are challenging to the point of being overwhelming.

So in the context of these stresses, how do we enhance our work so we find it to be truly meaningful? How do we help our employees experience meaningful work? I've found the 2% Solution to be a highly effective strategy which can be applied at the individual, team, or organizational level.

A 2% initiative is a team or individual project undertaken to give conscious time and attention to an inner yearning. It is manageable because it takes only 2% of your life (unless you decide to give it even more time). 2% topics are high pay-off priorities which respond to your deep yearnings. They feel central, but are something we often believe we can put off until ... you name it – the budget is in better shape, the new project is launched, etc. The key point is we finally give that inner yearning some time and attention.

To apply the 2% Solution to your life or your team, (1) stop, (2) take some time to reflect, and (3) notice what you're called to do that feels very important to you - that which seems vital, but isn't so critical that it has to be done this minute. There are any number of reasons for delaying that call to respond to your heart's desire.

The consequences of the delay can limit your effectiveness and perhaps dull your social awareness. Would the ethical violations we are witnessing in corporate America occur if people worked with their inner wisdom? I don't think so. We'd become what I call "INTERNALLY ACCOUNTABLE."

The beauty of the 2% Solution is that it asks you to spend a very small amount of your time and energy — 2%— to take that step towards responding to that inner direction for deeper meaning. Many of us can find that kind of time. This is a way of uniting our integral wisdom, connecting our heart, mind and gut. Actually, there's an absolute urgency that we identify and act on this inner wisdom. If not we are missing the boat, we won't be all that we can be.

Hundreds of professionals have participated in a dynamic leadership program, INFLUENCE for women and FOCUS for men. (Learn more at www.icanomaha.com) This excellent program, which aptly describes itself as developing leaders from the inside out, calls for each participant to conduct a 2% project and report on it at the end of the 9 month journey. The participants report that the resulting connection with their inner intelligence can have powerful results all across the board - at the office and home.



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Connecting People, Purpose & Productivity!

I'm writing a book based on my on-going research with people who have engaged in a 2% project. The survey results I'm receiving testify to a powerful shift which can happen, all from taking 2% of your time to address an inner wisdom which calls for you to spend purposeful time on a project that is meaningful to you - and to do it now, instead of waiting until it's convenient.

TAKE THE SURVEY!

I would appreciate your responding to the brief survey if you have engaged in such a project yourself. You're always welcome to email or call with questions or thoughts. Email: contact@cgrowth.com