

Dear David,

In this issue

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[Bridging the gap](#)

**Bruce's comments**

Welcome to the October 2010 [ASK]. In this issue we explore what restrains people from reaching their full potential.

The truth is that some people make more progress than others. Their land heals faster, their debt reduces more quickly, and relationships improve more rapidly. It's easy to think that it is all to do with rainfall, or enterprises, or low debt to start with, but I don't buy that, as I have seen people with zero credit turn their situation around in less than a year. It is much more to do with attitude.

However, the slower people are not lesser people, or the faster ones better people! Everyone is an individual person, but it's also true that we can each probably achieve more than we are now. It seems there are about five factors that influence outcomes, and you can read about them [here](#).

A wag once suggested to me, only half in jest, that it's obvious why we call this 'wholistic'. He said, "It's because you can't be half-istic!"

**Around the traps**

I don't need to tell you that Western Australian farmers have had a tough winter and spring, and are facing a very long summer without much feed, or much of a crop either. In terms of feed, grazing planning is the key to getting through. A feed assessment, then creating and implementing a Closed Plan are crucial. Be prepared. Some tough decisions may need to be made.

In the Eastern States it has been, well, wet! I am hearing of lodged crops, particularly on the Darling Downs. There are millions of tonnes of feed on hand, from Queensland to Victoria. A few people who rely on agistment as their primary enterprise have been disappointed with the current market for grass, but on the other hand, quite a number have been able to ramp up their stock numbers and offset the price decline. That scenario is particularly true for those who during the recent somewhat tougher years focused on keeping their soil covered all of the time. It's their dividend time, and it's coming to some in spades!

In NZ, it was a long, cold winter. The high country has had stacks of rain, and a fair amount of snow, with a fall in the last 10 days or so descending quite low, although it didn't hang around long. There have been very large numbers of lamb deaths this spring, especially in Southland and Otago. This makes one question lambing policies a touch, I feel.

**Coming up**

**Key Points this Month**

**Something new**

In the early hours of Monday morning Suzie and I became grandparents for the third time, and I have to say that the wonder of new life never ceases to amaze me. This young lady is *Daisy* and we have already had the pleasure of meeting her. We wonder what other little flowers might follow her in years to come!

**Something old**

This is the first [ASK] for quite a while, and I thank you for your patience. You will not be surprised to know that *Daisy* is the catalyst for this one. You see, although she doesn't know it yet, she has been born with a lifetime of choices in front of her. From an early age *Daisy* will be making those choices – little ones at first, and bigger ones as she progresses. As you know, managing holistically is an increasingly successful way for people to make choices that are simultaneously financially sound, ecologically sound, and socially sound.

It came about because some people were doing a great job ecologically, but were making no money, whilst others who were often making good cash profits from their land felt they were creating ecological problems. In either case there was often family stress. We explore some of those concerns in this issue, in *Bridging the gap*.

**Bridging the gap**

We have been looking hard at two aspects of managing holistically that we think are important:

1. What prevents people learning to manage holistically
2. Having been exposed, what limits people from achieving their potential.

In this [ASK] we take a look at Point 2: *What limits people?* The answers are important. Our research indicates five key areas that hold back people's uptake of all aspects of managing holistically. Of course, holding back on just one aspect potentially limits every other aspect. It's a sort of weak link concept that you might like to consider and address.

**1. Safety**

After food and shelter, feeling 'safe' is most people's biggest need. People tell us that it's easy for them to emotionally 'agree' with the principles we teach whilst in the classroom, and that they agree with them. However, in the early days of adoption there is an unsafe feeling, and this feeling can last for quite a while.

In part, in biological situation such as a farm, it feels unsafe because there is a time lag between making the change and physically seeing a result. There's a certain amount of hope and trust involved.

The very first changes may be tiny and not even visible. There may be a little bit more change during the next unit of time, but even then they may scarcely be visible. It can be months, and in brittle tending environments years, before the big changes become apparent.

Of course, where there is change there are nay-sayers ready to declare "it" won't work (whatever "it" is). It takes strength to overcome this negative (and therefore very unsafe) feedback that such people impose, whether it is done deliberately or by accident.

People tell us that they find their personal fortitude comes more easily when they are engaged with and encouraged by others who, like them are determined, open minded and prepared to challenge every aspect of life.

It might feel very unsafe rejecting the nay-sayers, but do you know what? Their influence has to go.

**Solution:** Control your space and therefore your mind. Make sure only the right people can come in to either, and look at our Brown and Green Participation levels. These low cost, pay by the month facilities build on each other. Both are deliberately designed to be a safe place for people to liaise.

**2. Time**

You might remember Stephen Covey's parable about the fellow who came across a man cutting up a log that had fallen across the road. The man with

**October 26, 2010 at 7:45 AM, Woodanilling Hall, WA  
'Dropping the cropping' breakfast and field day**

Breakfast meeting sponsored by Wagin and Woodanilling Landcare. Program is breakfast, a short talk in the hall, followed by a farm walk with Mike and Sonya Harcourt-Smith. Mike and Sonya made the decision to go 'cold turkey' to nil cropping in 2010. They will share some of their experiences, some funny, some serious.

Meeting closes 11:00 am

**RSVP:** Danielle or Sally on 08 9861 2222 or email your reply [here](#)

**October 26, 2010 at 1:30 PM, Maybenup, Kojonup, WHAGS Meeting**

Meeting open to all members of WHAGS. Will include talk time and field walk.

**Contact** Jacki Bunce on 08 9736 1140 or email her [here](#)

**This month's featured webpage**

We have compiled an album of fence line effect photos that you will enjoy. It's hard to fathom how impermeable to new ideas a fence can be! Check the pictures out [here](#). Click on the thumbnail images and they will expand up to full size.

**Webinars**

**Tuesday, November 9 at 12:00 noon AEDST.**

**John Liu**, the world-famous documentary film-maker, has observed more people making big changes in their lives than most of us could imagine! His beautiful recordings capture the very essence of people in their own environments, and how they overcome difficulties we can hardly begin to imagine.

The program will include the screening of a short, powerful documentary recently released by John about rehabilitating the Loess Plateau in China, and amazing work in Ethiopia, headwaters of the Nile River.

John will be talking about what drives people who have so little to achieve so much. Don't miss John - who later in November will be visiting Australia again as a keynote speaker at the EWB Conference in Melbourne.

**Brown, Green and Blue Participants, register [here](#).**

**(Not yet a Participant - click [here](#)).**

**Tuesday, December 14, at 12:00 noon AEDST**

**Allan Savory** has been invited to attend as guest speaker for a second appearance. Allan needs little introduction to people managing holistically. Allan was recently awarded the Buckminster Fuller Challenge for 2010.

**Forthcoming training**

We have been asked to provide a training program in the Hume region of Southern NSW. If you would like to register your interest for this program, please call David Ward on 0427 919 527 or drop him a note by clicking [here](#).

**We have moved**

Please amend your records. Suzie and Bruce have moved to Bowral, NSW. The blossom trees are beyond description, and after a few years in a unit in Sydney, it's nice to be mowing lawns again!

**Postal details**

Holistic Results Pty Limited

PO Box 2426

BOWRAL NSW 2576

Phone: 02 4861 5114

Emails: Remain unaltered

**Questions and feedback**

Tell us what you would like to see in [ASK]. Please call David Ward on 0427 919 527 or drop him a note by clicking [here](#).

**Join up**

Make your results holistic. Our Brown, Green and Blue levels are designed to help you bridge the gap and become a highly effective and successful holistic manager.

You can start to see your economy change and "bridge the gap" for

the saw was clearly struggling, and the problem appeared to be a dull saw blade. The stranger asked him why he didn't sharpen the saw. To his amazement the struggling sawyer responded, "Can't you see, I am too busy cutting up the tree?"

Don't laugh too loud. We all do this, sometimes to avoid change that we feel unsafe with. As a result we defer the things that should be done in favour of the things that shouldn't be done, and in the process we steal from the time that should be devoted to change management. Too often we defer for too long, and it can be too late for success.

**Solution:** Use the testing guidelines. Before you take any action, ask yourself: 'Is this action addressing the root cause of my situation?'. Also, check that what you plan to do is the highest value use of your time at the moment?

**3. Hope**

Too often people feel they have changed things a great deal, but find they are still waiting for a result. They start to lose hope, and as a result, momentum.

Analysis reveals two things: First, it is still foreign to people to plan what *the* outcome will be. Second, and related to the the first, there is inadequate monitoring on which to base new decisions, so that regardless, movement is towards the planned outcome.

What we often see is that the fundamental tools have not been changed but usually just dressed up a bit. For instance, animals might be moving differently, but often overgrazing and/or over-rest remain, and more often than not there is insufficient disturbance happening as well.

In their financial planning, the conventional approach remains. That approach says: 'Let's wait and see what flows out the end'. It's not proactive! The alternative, holistic financial planning, starts by determining what will flow out the end. This subtle but crucial difference in mindset helps people to achieve different outcomes.

**Solution.** Holistic financial planning doesn't mean complex or complicated. The simplified form of the planning is on our website in the Brown area, ready for you to download.

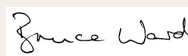
**4. Upside**

More precisely, this is about lack of perceived upside. I often encounter this one, and it comes in two forms: First, there are young people who believe that the sort of changes that holistic managers make are not 'sexy' or dramatic enough, and therefore the result will be too small. I wonder where else they can find examples of doubling performance without massive inputs. Second, there are others who feel the changes are 'too great', and that they will be too old when the results come in. These attitudes are really a combination of numbers 1 to 3 above, but together they merit their own mention as 'lack of upside'.

**5. Fatigue**

After years of conventional management and seeing no beneficial change on their land or in their bank account, people become fatigued, especially when it's all accompanied by seemingly interminable family infighting. When opportunities arise, you'll find that they have already mentally 'stopped'.

**Solution.** In my experience, being associated with determined people who are achieving little gains all of the time is by far the best bet. Add to that some structure, and be surprised how soon it is before the results start rolling in.



**Bruce Ward**

Managing Director

just cents per day.

If you want more, including involvement in a range of local and web based support mechanisms (we'll be regularly coming to your district), then look at the Green level. For more details and to sign up to the level of your choice, click [here](#). Let's build a strong, resilient community, so that the next dry time, wherever and whenever it hits, is an irritation and not a catastrophe.

[Unsubscribe](#)