

**Can I avoid Globalization?
Do I have to prepare for Globalization? If so, How do I prepare for
Globalization?**

Globalization is unavoidable for all organizations, it has been taking place under our very eyes for years and it appears to be accelerating.

The general consensus seems to be that all organizations of any kind should develop three main characteristics to survive and why not, thrive in globalization: A) become fast, that is significantly increase their speed of response to market demands (competition, product and service demands, client satisfaction) and unforeseen events and situations that can deteriorate the reputation of the organization. B) become innovative to add further value to each task performed without additional major investment and C) to become more flexible to adapt with ease to continuous changes.

The great difficulty is HOW to become faster, more innovative and flexible. A distinguished scholar said that globalization caught managers by surprise. Nobody was prepared to deal with globalization, not even those that contributed to its happening. The reason is simple, nobody taught us how! Neither in college nor other institutions of learning are these topics approached, even today.

Nobody tells us HOW to face these "new realities". There are only some traditional courses and seminars on these topics and unfortunately they are centered on "teaching" not necessarily on "learning". We propose that for learning to be useful and lasting, as most major endeavors, it requires continuous and systematic practice during a certain length of time.

The learning process passes through four stages: to Know, to Understand, to Comprehend and to Apply. It is not possible to go from one stage to the next without completing the previous one and the time required between one stage and the next depends on the amount of practice each one of us is prepared to apply. We believe that a "knowledgeable coach", trained in the learning process, can help us to

exercise and to fully capture learning these three characteristics (to be fast, innovative and adaptable).

The other great difficulty is that to acquire these characteristics it is necessary to learn more than intellectual skills and abilities. Human beings count with four fundamental closely inter related areas of learning: the Intellectual area is responsible for the capabilities of logic and synthetic thought, of comparison, of hierarchy ness and generalization. Here resides objectivity and space orientation. These are all the intellectual capabilities that all of us possess and each of us develops as far as one wants, but all of us can reach a higher level if we persevere.

However important the intellectual area, we must not set aside the Emotional area, this one is responsible for our attitudes and nobody doubts the importance of attitude in success. This area is time oriented, here reside our intuition and our perceptiveness. This is why it is important to know our own emotions. This is not necessarily a psychological process, it can be purely educational and even of self-help. One should constantly ask one self, how do I feel? what is the name of this emotion, happiness? euphoria?, why do I feel this way? what is the reason? can I repeat it? If I feel badly, what do I call what I feel?, fear?, terror?, frustration? anger? hate? why do I feel this way? how can I avoid it? All great philosophers have spoken about the importance of knowing ourselves. Asking about ourselves and trying to name our emotions, can help us a great deal in this aspect and is really simple.

The physical area is responsible for our skills, dexterities and abilities, not only the biological ones, but also the mental, and in all of them exercise, systematic and daily practice allows us to reach truly surprising levels of performance.

Finally the Social area is responsible for our interests: family, professional, economic, personal growth and above all our ethics. It generates our motivation and commitment in all fields. It provides the coherence of our thinking, feeling and doing. A truly developed human being, is coherent, his actions, thought and emotions, are in harmony;

and this is a voluntary process, we must want to achieve it. It is not an automatic process.

All these four areas are closely inter related and it is not possible to separate them, only for the purpose of clarity, to study them, we talk about four areas but in reality they are just one, they conform a whole, please see the figure at the end of this article for illustration. As a matter of fact, the learning process is not merely intellectual, it is deeply emotional and of course it is tinted by our interests.

Jean Piaget, the eminent Swiss neurologist, founder of the Cognitive Theory, once said that the only true learning is that one discovers. The moment we discover a new knowledge, we feel a deep and profound emotion, it is the moment of “eureka”, it is what we all feel when, after an effort, we experience the discovery of knowledge. It is the moment we say “Yes, that’s what it is!!! We smile, our heart beats faster, we blush, and all those are expression of emotions.

Albert Einstein, probably the most fully developed man of the 20th. Century, was not only tremendously intellectually intelligent, but he was also a man of emotions, his passion for music not only showed us his emotional aspect but also his physical dexterity at playing the violin; and regarding his social inclination, no one doubts his political and social posture regarding his fellow man.

The overwhelming responsibilities, facing managers today require a greater development than we achieve in schools today. Maybe one day we will have this type of education, one that helps us develop, not only our intellectual capacities, but that also looks after our emotional and social areas as well. The problem is that organizations can not wait, neither can managers. Due to all of this, it is why in our opinion to be successful in the midst of these new realities brought about by globalization, it is absolutely indispensable to achieve a greater level of development, that is, the comprehensive development of our potential capabilities to the extent that we want.

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