

THE CURE

World Work Project

Sam Preston

Cassiopeia Cohort 2012 – 2013

Project Description: The What

- There is heavy reliance in the United Arab Emirates for domestic workers ranging from housemaids, gardeners, car washers, and other manual labor job roles. Generally the people come from the Philippines, India, Sri Lanka, and Ethiopia – poorer economic climates. The labor is cheap and generally not valued.
- This project focuses on an amazing group of female Filipino workers employed in a professional business environment, called The Cure – a beauty and wellness lounge in Dubai Media City.
- The project is chosen to provide awareness and acknowledgement to these women who have left children, husbands and families behind to provide food, education and basic essentials to their families, as well as enhance the business activity through employee confidence and team investment on the other
- To use tools to equip them with a focus and coping mechanism, shift perspective and create an environment of purpose through positivity of acceptance.

The Why

- The project is chosen to provide awareness and acknowledgement to these women who have left children, husbands and families behind to provide food, education and basic essentials to their families, as well as enhance the business activity through employee confidence and team investment on the other
- To use ORSC tools to equip them with a focus and coping mechanism, shift perspective and create an environment of purpose through positivity of acceptance.

High Dream for the Project

- A shift against common business practice in the UAE from cheap labour to valued labour.
- A management ethos that demonstrates accountability, ownership and responsibility.
- Become a Business of employee & client choice in the industry as its reputation is built on valuing staff, honouring work conditions, time off, salary, possession of passport to remain with the holder etc.
- A business environment that can report on an improved customer service, sales, enhanced client relationships and repeat business as a result of employee satisfaction.
- Confidence, understanding and awareness of requirements felt by the coachees.

The How

- I wrote to the management of The Cure when I first signed up for ORSC certification and offered my 'system coaching skill'. As a loyal customer I had established relationships not only with the girls but with the management team over the years.
- The Management are proactive and always looking at new ways to assist self leadership and business improvement. I chose this business as it gives back and demonstrates respect to employees.
- I meet every Wednesday morning for 1½ hours and started in October 2012.
- Original plan was to meet weekly for 1 month, then every second week then once per month. As of May 2013 I have not stopped going every Wednesday morning!

Project Adaptations

- Understanding the cultures from a learning environment and meeting them where they were at each week was at times challenging and the coaching agenda would change to address the needs of the system
- Duration of Coaching has extended and I feel very valued

Challenges & Learning

- The level of basic education sometimes challenged me and I had to 'dance in the moment' with alternatives (some of the girls can't write), and a culture that can be reserved, shy & nervous. This impacted time and participation and limit completion of exercises.
- Turnover of staff due to issues with residential and employment visas. "There one week, gone the next" impacted team unity and was part of the changing system. Welcoming new staff and bringing them in to the group was an issue as well.
- I learned a lot about roles – not playing role of Fixer but being coach and trusting & revealing the system, holding them creative & intelligent. At times Role confusion would 'hijack' me.
- I recorded a Deep Democracy exercise and submitted for Individual Supervision and the feedback and learning was invaluable.

Post-Project Reflections

- The WWP provided the motivation to put together a plan and proposal to begin the system coaching process in a more formal approach to what already lives inside of me.
- The life of an expat woman has provided a lens to see the world from another playing field and like all things there are the pros and cons.
- I have a great life. I am thankful every day for my beautiful family, the freedom, the opportunity and financial comforts that I have.
- Having arrived at “DESTINATION BEYOND SATISFIED” my journey takes me to giving back. ORSC is a carriage that assists me in structuring that purpose.
- ORSC has encouraged me to flex my muscles and get in there, to make a difference in the globe.
- I reside heavily in consensus reality (I am navigating to dreaming and essence on occasion – Cassiopeia colleagues I hear you sigh with “finally”) The tools are practical and varied that support my personality preferences and encourage me to explore my limitations
- I am happy and proud to contribute to the body of applied ORSC case work histories to be archived and shared at a future point.