

What Makes an Individualised Option More Effective?

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The “10x” Companies

“Yet some companies and leaders navigate this type of world exceptionally well. They don't merely react; they create. They don't merely survive; they prevail. They don't merely succeed; they thrive. They build great enterprises that can endure. We do not believe that chaos, uncertainty, and instability are good; companies, leaders, organizations, and societies do not thrive on chaos. But they can thrive in chaos.”
(Collins and Hansen 2011).

As Wolfensberger would say (2012, p244)

...have we made “claims that can be resolved by means of empirical inquiry (but) are declared solved by ideological assertion instead”?

What would be some of the indicators of whether our efforts at individualisation are likely to bring real benefits to people?

- Is it consistent with The Good Things of Life?

Some of the Good Things That Constitute “The Good Things of Life” for Most People

- A home/home-life
- Good health
- Security, safety, protection
- Having friends, family, loved ones
- Belonging to an intimate group
- Being accepted and welcome. Not being seen odd or strange
- Having a say
- Freedom of movement

Some of the Good Things That Constitute “The Good Things of Life” for Most People

- Access to the places where ordinary everyday life is conducted, to ordinary activities and participations, and to association opportunities.
- Opportunities and expectancies to discover and develop ones talents.
- Having something important to contribute, having one’s contribution acknowledged as important.

Some of the Good Things That Constitute “The Good Things of Life” for Most People

- Work, especially valued and adequately remunerated
- Access to valued occupations.
- Being treated fairly, justly
- Being respected
- Being dealt with honestly.

What would be some of the indicators of whether our efforts at individualisation are likely to bring real benefits to people?

1. Is it consistent with The Good Things of Life
2. Is it likely to enable a person to acquire *valued* social roles?
3. Is it likely to bring the person into an increased contact with other valued people?
 - Can the person's role and identity fit into a community group?
 - Can that group continue to function with this person in the group?

What would be some of the indicators of whether our efforts at individualisation are likely to bring real benefits to people?

4. Is it likely to increase a person's capacity to participate with other people successfully?
5. Is it likely to increase the person's capacity to contribute to the lives of others?
6. Is it likely to enhance the image and reputation of the person?
7. Is it likely to increase the competencies of the person?;
8. Will the person be able to experience and master habits and disciplines?

What would be some of the indicators of whether our efforts at individualisation are likely to bring real benefits to people?

9. Does it open up additional roles and opportunities?

10. Does it positively differentiate the person from other people?

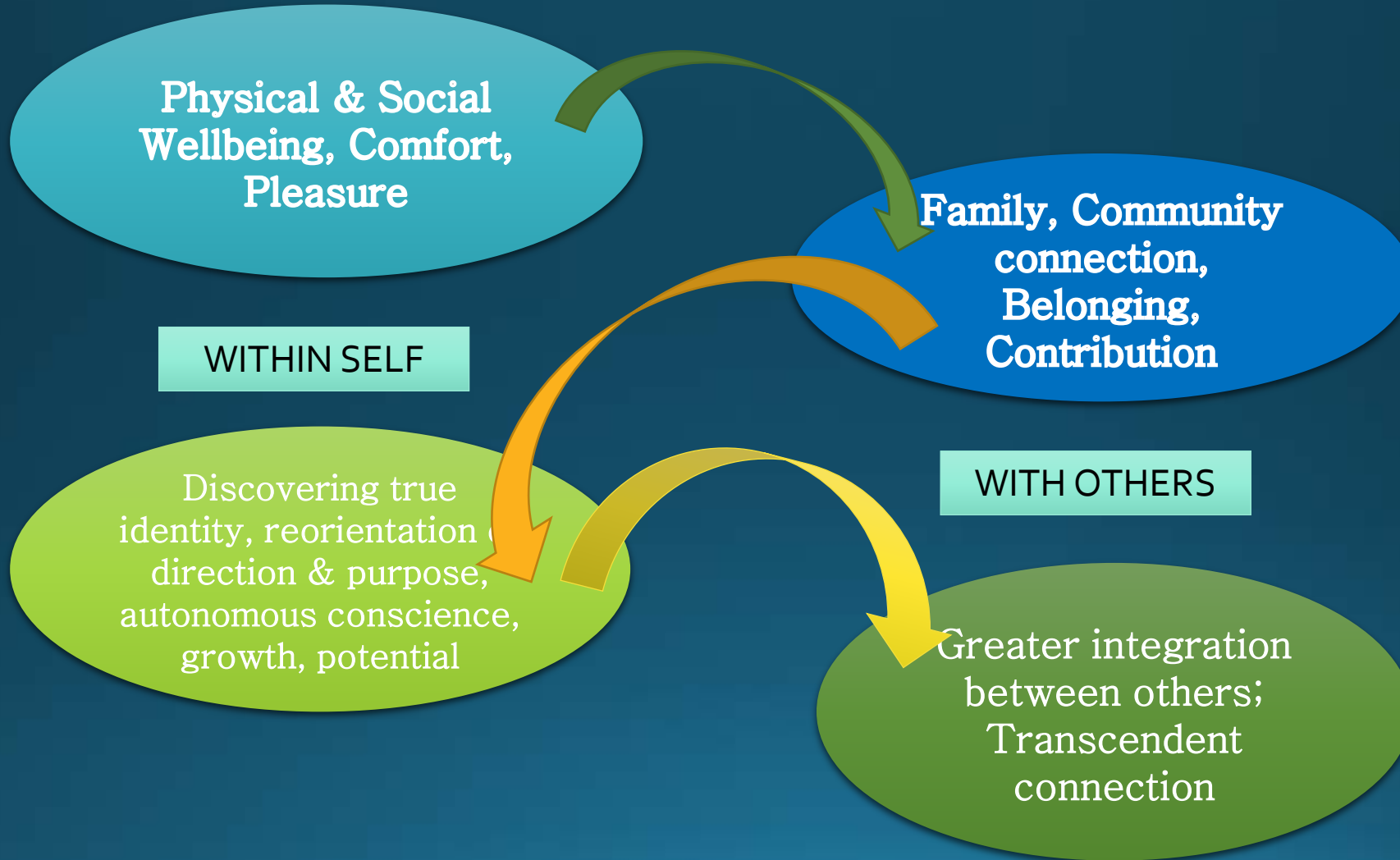
11. Does It provide a mechanism for a person to become integrated into the lives of others?

12. Does it facilitate the discovery of a life of meaning?

Specific, Methodical and Consistent Recipe

- If you're in an uncertain, fast-changing, and unforgiving environment, the more you need SMaC.
- SMaC is a set of durable operating practices that create a replicable and consistent success formula. It is clear and concrete, enabling the entire enterprise to unify and organize its efforts, giving clear guidance regarding what to do and what not to do. The SMaC recipe reflects empirical validation and insight about what actually works and why."
- (Collins and Hansen, 2011)

Finding a Meaningful Life



A Question of Choice

- **1st Order Preferences**
 - Impulsive, compelling to the senses, short-term, sometimes regrettable
- **2nd Order Preferences**
 - Considered, reflects true self, moral self
 - long-term interests, opportunity to develop self mastery
 - Means to valued social roles and the Good Life
 - Can say 'No!' Now truly free.

- Ref: Clive Hamilton 2008
 - Freedom Paradox

2 Value Questions that Can't Be Answered by Technical Concepts

- Do I really want the people I support to experience the Good Life?
- Am I prepared to do what it takes to make that happen?