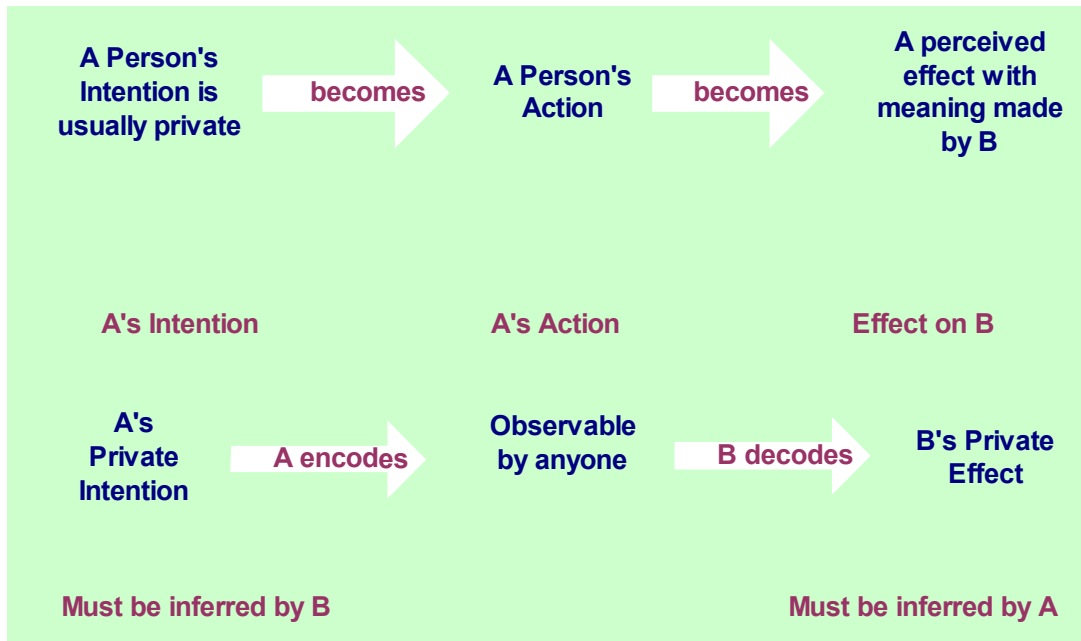


Intention – Effect Process

Read and understand the following.



IN THE PROCESS DIAGRAM ABOVE, WHAT IS CLEAR IS WHAT IS NOT. A PERSON'S INTENTION IS NOT ALWAYS THE SAME EFFECT IN THE PERSON MAKING MEANING.

MEANING-MAKING IS A DELICATE PROCESS THAT INVOLVES THE HIGHEST DEGREES OF COMPLEXITY KNOWN TO MAN—UNDERSTANDING AND HOW WE MAKE SENSE OUT OF OUR ENVIRONMENT.

AS COMPLEXITY INCREASES AND OUR LEVELS OF UNDERSTANDING BECOME MORE FRAGMENTED AROUND SIMPLISTIC NOTIONS OF OUR MOTIVATION AND BEHAVIOR, ORGANIZATIONAL LIFE BECOMES MORE AND MORE DIFFICULT. IT USED TO BE THAT WE JUST *DID OUR JOBS*. HOWEVER, NOW OUR *JOBS* MAY BE RUNNING A MULTI-NATIONAL DIVISION AMONG 10 DIFFERENT CULTURES. WE MAY IN ONE DAY EXCHANGE EMAIL WITH A HUNDRED DIFFERENT PEOPLE ON AS MANY TOPICS AND STILL TRY TO MAINTAIN A SENSE OF AWARENESS AROUND THE MANY DIFFERENT FORMS OF CONTACT THAT WE ARE INVOLVED WITH IN THE EXECUTION OF THAT *JOB!*

COMBINE THAT WITH ROLE COMPLEXITY AND WE FIND OURSELVES BEING INUNDATED WITH INTENTION FROM EVERY ANGLE AND FROM EVERY POINT OF MEANING. IT IS NO WONDER WE MISUNDERSTAND EACH OTHER.

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