

Enrollment As a Brand Value

“The first statement of what brings Enrollment into existence as a Brand Value is that Enrollment is a place to come from. It’s a contextual phenomenon, not a process phenomenon, or a content phenomenon and there is what Enrollment looks like, as lived and in action.”

“What we’re talking about here being reflected in our constitution, and in our ways of being and acting, needs to be addressed somewhat poetically in that what we are looking to articulate is a contextual phenomenon, a “come from phenomenon”, that isn’t captured as a single concept or defined in, or by, a particular situation. And at the same time, the presence of Enrollment has a certain and very real flavor to it that is unmistakable when it’s there.”

- Enrollment is like the presence of something – the presence of a phenomenon which includes being moved, touched, and inspired, but it’s not limited to that. When Enrollment is present there’s a sense of being up to something, the presence of aliveness, alacrity, inspiration and an affinity for life and for others.
- What’s there when Enrollment is present is a sense of vision and the presence of inspiration. Not motivation, but the kind of inspiration that comes from the presence of a real possibility or vision being alive for yourself and others. It’s like awakening something in people that’s authentic to who they are. When you are valuing Enrollment, you become the space in which that which is being awakened for people is empowered and can be expressed.
- So vision and Enrollment and inspiration are very much the same domain.
- And when we talk about inspired, we mean “life being breathed into something”, and moved “like moving into a new realm” and touched as in getting through to and touching one’s humanity.
- In the space of Enrollment, people’s internal state tends to disappear and they’re left in action.
- Enrollment is kind of like allowing, empowering people to act on what fulfills them, what is consistent with who they are and what REALLY matters to them, regularly mitigating the use of force and engendering a sense of purpose.
- Enrollment requires being in another person’s world, being sensitive to his or her interests and concerns. It’s a sharing between people. And has the quality of authenticity – a kind of straightness that is refreshing.
- When Enrollment is present people have a greater sense of who they are.

- And Enrollment very much includes acting on your commitments, having your “Self” on the line for something. It’s not supposed to be comfortable. Enrollment is not comfortable, it’s alive. Not comfortable. There’s a distinction between comfortable and alive. Enrollment is literally putting yourself at issue. You know, you take who you are, and you put it up at issue. You take a chance with it. You take a chance on having it invalidated, on having it crushed, on having it made wrong.
- Enrollment is like the magic ingredient of transformation. It’s the fulfillment of power, freedom and self-expression and it’s simple – anybody can be and act in a way that is enrolling.

Now you have a sense of, the flavor of, Enrollment as a Brand Value; what we are talking about being reflected in our constitution, in our ways of being and acting.

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