

# The Branch



**Branch Issue SIX: Summer 2010**

## **The Future Is In Our Hands... & Hearts!**

For an entire month this past season, I led a Group Study Exchange (GSE) through Rotary to the Brazilian state of Rio Grande do Sul. As a Team of four, we were treated to such warm hospitality as we engaged in our cultural and vocational exchanges. The Gaucho culture encourages expression and values honor. What an amazing culture in southern Brazil! Our journey will forever be one of the heart.

We appreciated the site visits to the many Rotary projects and we presented in dozens of venues, including on radio and for journal reporters. One gets the sense that Brazil is on the threshold of being a global player on all levels. They arrived at this place by more than just enthusiasm (although that **does** make a difference!) Brazilians have invested in their youth through many state-funded programs and are quickly becoming savvy to the wisdom of alternative business approaches.

## **Brazilian "Qualigilidade"**

GSE experience provides vocation exchange opportunities to learn best practices in each Team Members' given field of professional expertise. All my Team Members received great opportunities to visit institutions ranging from university research centers to civil engineering sites to power refineries to military security operations.

During one of my vocational days in Porto Alegre, I enjoyed the privilege of meeting with Arturo, an expert in leadership development. Arturo introduced me to his company's coined term "qualigilidade" (pronounced kwal-ee-gilly-dodg-ee); the blend of the Portuguese words for quality and agility. Arturo offered the concept as a gift to take home and adapt to our clients. So, here's my Brazilian souvenir!

## **Three Keys to "Qualigility" (English adaptation)**

**1: INNOVATION:** Innovative teams honor the freedom to perform with non-traditional approaches. Constant focus on adapting new concepts to traditional thinking is encouraged and rewarded. Brazilians know we **all** thrive on rewards!

**2: TRANSPARENCY:** Transparent leadership builds trust and sends the message of integrity. Our Brazilian friends recognize we are in an especially sensitive time of rebuilding trust.

**3: RESULTS:** As individual members embrace ownership and understand their impact, positive results are met. Teams focus by clarifying high quality results, keeping them constantly visible. Brazilians know teamwork—even off the soccer field!

So there is the basis of qualigility, the ability to maintain quality standards while being agile enough to quickly adapt to market changes in these atypical business environments. We receive this gift with open hands—and open hearts.

Obrigado Arturo!

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