

SELF-MANAGEMENT WITH THE ZURICH RESOURCE MODEL (ZRM)

Have you ever woken up in the middle of the night because you suddenly discovered the solution to a problem? Have you ever avoided doing something because of an uneasy gut feeling? Have you ever also felt bad about having to pass on bad news to a member of staff? Your unconsciousness works for you – but also against you. Approximately 90 % of your actions are steered by your unconsciousness. Self-management with the Zurich Resource Model helps you to let your unconsciousness work for you.

Theoretical principles

Self-management means being aware of your conscious and unconscious topics and being able to follow them up in a targeted manner using the resources available to you. A method for developing self-management and thus one's personal ability to act in a targeted way is provided by the Zurich Resource Model (ZRM), which was developed by Dr. Maja Storch and Dr. Frank Krause at the University of Zurich.¹ The ZRM method is oriented on the Rubicon Model in terms of its sequence (cf. figure). The basic question in this model is: What phases do wishes or needs have to go through before they are effectively implemented in actions. Only when the consciousness (head) and the unconsciousness (heart) are in line with one another does genuinely strong will or strong motivation towards action actually arise. The ZRM provides a practically-oriented instrument to be able to work on self-management with your own unconsciousness and thus let your unconsciousness work for you.

Practical application

Understanding of the individual steps in the Rubicon process model is made into an enjoyable experience through experiments developed by effex, and through the use of empirically assured test methods. ZRM will help you, for example, with the following topics:

- Executive training to improve one's own self-management competency: How do I use my own unconsciousness to achieve my goals?
- Coaching training for executives: Deeper understanding of the motivation process is the precondition for successful third-party management.

¹ Storch, M., & Krause, F. (2007). *Selbstmanagement – ressourcenorientiert: Grundlagen und Trainingsmanual für die Arbeit mit dem Zürcher Ressourcen Modell (ZRM)* (4. überarb. und erw. Aufl.), Bern: Huber.; Krause, F., & Storch, M. (2010). *Ressourcen aktivieren mit dem Unbewussten*. Bern: Huber.

TOP TOPICS
TOPICS THAT YOU CANNOT AVOID

- Sales training: How can I use my unconsciousness to successfully master difficult situations?
- Personal coaching: How can I resolve unconscious conflicts of motivation and thus improve my ability to perform?
- Strategy change training: How can I integrate new values into my approach so that I genuinely live the strategy?

Figure: The stages of maturation of the Rubicon Process

