

rrarre

Introduction to rrarre

Background

The aim of this text is to describe the essence of rrarre after an initial curiosity has been created – through a conversation with one of our co-workers, or a visit at our web page or one of our social accounts. Our intention is to offer general information about our venture for anyone who is curious about working with us, or starting an enterprise with us, or open a knowledge sharing process.

Why does rrarre exist?

rrarre's purpose is to create exceptional conditions for self-development in work life.

Our purpose is derived from a conviction that increased self-awareness, and a range of other inner qualities, drives wiser responses to the immense predicaments that humanity and the biosphere are facing.

We believe that work life and organizations offer the best potential for supporting self-development at scale, given that the right conditions can be created.

What is rrarre?

rrarre can be viewed as a purpose-driven developmental lab and platform that serves the need for improved capabilities and awareness around:

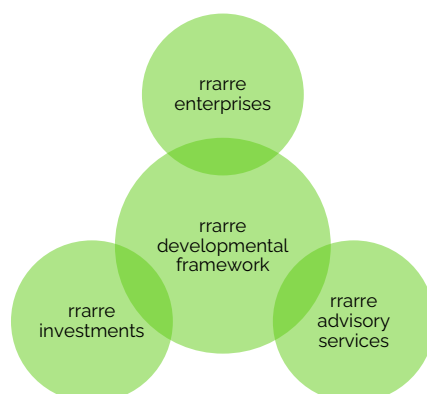
- workplace culture and practices
- leadership and stewardship
- enterprise building

What we do

We organize business activities around a developmental framework that allows us to serve our purpose. The framework is designed by rrarre to continuously challenge ourselves, help us learn and develop as humans from our practice, and over time develop and scale the framework.

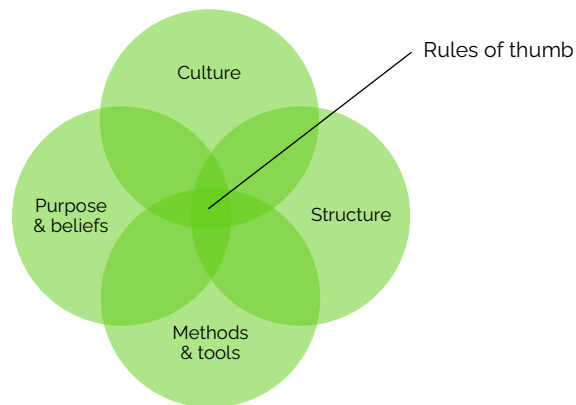
In our business activities we collaborate with people and organizations driven by developmental mindsets to create, deliver, and cultivate profitable services and products in markets in which our developmental framework comes to life, and generates competitive advantages.

We do this through building our own enterprises, offering advisory services centered around our framework and by linking our framework to investment activities.



Our developmental framework

rrarre's developmental framework is designed to serve our purpose, and evolves around stated beliefs, and espoused culture, an intentional structure and a select set of methods and tools that we apply in our work. In our daily work practices, we are guided by our rules of thumb.



The essence of rrarre

rrarre is about integrating favorable conditions for self-development, as far as we possibly can in the work we are involved in. We want to depart from viewing self-development as something one does outside work life. At rrarre the potential of self-development is *in* the work, and in the context and conditions offered by the organization. Well held, this creates meaningful and real value for every co-worker, for our customers, rrarre as a whole, and also in the longer run for society and the biosphere.

What do we mean by self-development?

By self-development we mean the deliberate activities and processes that a person undertakes that support becoming more open, self-aware, perspective seeking, sense making, mature, wise, and empathetic.

Respecting and strengthening the individual's locus of control and sense of agency is a key aspect of self-development. Self-development is a process that is sparked from within, even if it can be a response to external conditions and situations. A willingness to embrace self-development is necessary but often not enough. One also needs favorable conditions and a holding environment.

An underlying assumption at rrarre is that the effects of self-development always are good. Individuals feel better, can hold complexity and uncertainty better, collaborations improve, creativity increases, and the quality of work improves.

Why does rrarre focus on self-development?

Self-development has general relevance for people and does not need productive applications to be valuable. That said, our convictions have guided us towards the direction we have chosen. Self-development can be both the purpose and the means in the same value creation process. We wish to explore this potential in rrarre's business activities, in a co-creating and reciprocal process with our co-workers.

The need for self-development is increasing in our times. We want to contribute to increased wellbeing and flourishing among people, amidst the complexity and uncertainty of human life that we are encountering. In this we have an added intention of supporting young adults as they more than others are exposed to challenges that they have not been equipped to deal with.

Our belief is that the self-development we create conditions for will convert into better quality in our products and services, stronger relationships with our customers, and profitability that is sustainable over time. Self-development on larger scales contributes to wiser decisions and better responses to the predicaments facing humanity and the biosphere. We see ourselves as part of a growing movement in this direction.

How does rrarre create conditions for self-development?

The most important thing is that we have made self-development rrarre's purpose. In our daily work activities self-development is supported by a developmental framework and a set of principles (rules of thumb).

- We have a shared espoused culture that makes sure that the challenges we need for development will emerge and be captured. At the same time, we are held in a psychologically safe environment where challenges, vulnerability and learning not only are allowed, but they are also welcomed and necessary.
- We work team based and close to our customers' needs and realities, which generates a real developmental dynamic. And continuously gives us new situations to work from in our self-development.
- We work with a high degree of democracy, autonomy and self-direction, where we both support and challenge each other in the work that needs to be done.
- We have selected and acknowledged methods and tools that support self-development to call upon when needed.
- We have qualified facilitation, coaching and mentoring – in our teams, and also shared resources in the mother company.

Working with rrarre is and should be a challenging experience. A lot will be unclear early on. As things gradually become clearer and one becomes more comfortable in a role and how rrarre works, new challenges will be generated. Recuperating is essential, but we will not let our co-workers get stuck in comfort for too long. When leaving rrarre, after a longer or shorter time with us, it is our sincere wish that the time with rrarre has been experienced as formative, rich with learning and valuable! And hopefully positive experiences of our culture and work practices are brought forward in new settings and environments.

What is rrarre's view on professional development?

We see no conflict between self-development and competence or skills development. At rrarre one should both develop as a human being and develop one's skills. Professional development is primarily handled within work teams. Our experience is that people who take their self-development seriously also do so with their professional development. There is a culture of professional pride and "craftmanship" that one continuously seeks to develop. This leads us to believe that structures for professional development are best built by work teams that self-direct themselves and create what they need in connection to the customer needs



they are serving. Our work teams will also create the internal and external knowledge sharing networks they need and update them over time.

How will rrarre function?

rrarre as an enterprising platform is run on a Steward Ownership model that protects our purpose and shares influence and financial results broadly. Our enterprises are run commercially on their respective markets and serve our purpose. Profits from our enterprises are reinvested, for quality improvement of our practices with self-development, bonuses to co-workers, and seed capital for new enterprises.

Business activities are formed in a co-created process enterprising leaders that are drawn to our purpose and developmental framework. They can be directed towards our advisory and education services, building enterprises where our framework can bring competitive advantage or in investments where our framework is linked to financial commitments.

A few necessary conditions for rrarre to function practically is that we can build and hold high levels of trust, hold uncertainty and welcome emergence, be fully transparent and have genuine curiosity towards ourselves and each other.

Who is behind rrarre?

rrarre is a private initiative by the entrepreneur Henrik Bergquist, driven by a wish to protect and strengthen what is rare and good. He is the chairman of rrarre ab.

rrarre's operational framework is co-created between Henrik's company Terrain Invest and Jan de Man Lapidoth. Jan currently holds the role Managing Partner.

The benefits rrarre receives from its operations is the satisfaction of contributing to people's self-development in a sustainable business model. And in the longer run making positive and visible contributions and responses to the predicaments facing humanity and the biosphere.

I'm curious about rrarre and would like to talk, what is the next step?

Please reach out to Jan de Man Lapidoth at jan@rrarre.com or +46 733-312222, if you'd like to give feedback, explore a collaboration, have a business idea that could fit rrarre, or are curious about working with us.