

The Shibumi Strategy

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Reviewed March 2012

- We are constantly given clues in our daily lives but are unaware of their meaning. This book on Zen principles provides simple but disciplined ways to transform ourselves, if we are ready.
- “Shibumi”, although has no direct English translation; means something similar to effortless effectiveness, elegant simplicity, and the height of personal excellence. If you are staunch believer of the Kaizen Way, you will relate to this book of Zen principles.
- Using Zen principles of art, architecture and gardening; May walks us through the paradox of everything and nothing- elegant simplicity and beautiful imperfection.

Commitment

- Kiki- crisis- meaning danger and opportunity at the same time. Think of a thunderstorm. After the thunder and lightning comes fresh, green growth.

Preparation

- Kai= change and Zen = better or constant improvement via small steps.
- Honshin kanri= management of direction or a plan. It is used in terms of setting strategic direction and supporting action plans with the same goal. This is to keep the business or team focused on what is most important.

The Struggle

- Hansei meaning reflection and introspection. It is used a 3 step process. What was supposed to happen? What did happen? Why are their differences? The learning from the de-brief allows us to get better.
- Shibumi in the fable refers to something designed really well, with understated elegant beauty that really works.
- Seijaku or creative energy found in blank spaces of paintings or the restrained motion of tea pouring. The temporary inactivity is energy itself.
- There are 7 shibumi aesthetic qualities that can guide the design of any object. They are:
 1. Kanso – simplicity
 2. Koko- austerity and subtraction of the non-essential.
 3. Seijaku- quietude and stillness.
 4. Fukinsei- asymmetry and imperfection
 5. Datsuzoku- break from convention
 6. Shizen- naturalness without pretense

7. Yugen- subtlety and suggestion.

- By following these steps provides a process for shibumi.

The Breakthrough

- Sometimes taking a break from the routine frees our mind to focus on something that eludes us. Datsuzoko and seijaku allows the brain to reboot.

The Transformation

- In the sales world, we need to use our strengths to help others succeed. We do so by serving others. By taking care of their needs, people trust us. When people trust us, they buy from us and do not buy what we are selling.

Reflections on Shibumi

- Ask yourself these questions if you seek shibumi.
 - What am I really trying to accomplish? Commitment
 - What are my plans for meeting my objective? Preparation
 - What can I eliminate to make room for what matters most? The struggle
 - What new rules can I develop? The breakthrough
 - Who am I helping to succeed and what do they need from me? The transformation

Teramura's Kaizen process

1. Genchi genbutsu- observation
2. Hoshin- goal alignment
3. Kaizen – continuous improvement
4. Hansei- reflection