

# The cross-pollinator of working life

People often stay on the same career path they've once joined. It worries me. People's basic attitude to life and work should be readiness to change,» says **Eija Mäkirintala**, CEO of Altonova Co., top business coach, creativity agent and violist with a PhD in coaching.

In her writing and her coaching, Mäkirintala has applied the concepts of art to the requirements of business. Creative thinking, in art as well as in working life, requires preconditions that direct one's thoughts.

»For a project to be a tool for achieving and promoting some bigger vision, it has to be led by a vision, the goal in mind. This requires agility: being alert in the present and making constant small choices that all take you closer to the target.»

Reaching it will not become reality if people focus only on their own area.

»Processes won't work unless people are given a chance to develop their thinking.»

Mäkirintala finds that managers don't always understand the power of the example they set with their behaviour. They are role models, so everything they say has a multiplicative effect – sometimes an unpredictable one – on the people of the organisation. A vision helps to utilise everyone's skills and knowledge.

Mäkirintala urges people to listen with an open mind, to free themselves from presuppositions that restrict their understanding of other people's perspectives.

»Great wars were not won with superior equipment or manpower, but with an ability to see the situation from the enemy's point of view.»

At the core of it all is self-management. »You can't escape it; it's also the core of teamwork and co-work. Interaction is people managing themselves in the company of others. This way, one's own goals are also usually more likely to be reached.»

As situations change, people should be able to rethink the winning formula instead of maintaining the status quo.

In the world of art, change is self-evident and ambivalence is a source of inspiration.

»Things have always changed. Why on earth do we think that everything stays the same in working life?»



»Listen to people, make observations and find something new. Appreciate people and their points of view – everything has more than one dimension,» Eija Mäkirintala says.

»I'm a cross-pollinator – I activate people to escape their restrictions and to think more broadly. I am active in many societal sectors internationally as a musician, coach and a researcher. My mission is readiness for change as a basic attitude to life and work», **Eija Mäkirintala** describes her role and work. »It is essential to understand how details are connected to an entity and how to move nimbly between the vision and the concrete.»