

*Getting to the Destination:
15 Lessons from The Camino*

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500 Miles

But I would walk 500 miles
And I would walk 500 more
Just to be the man who walked
1,000 miles
To fall down at your door

The Proclaimers, *I'm Gonna Be (500 Miles)*

Topics

- Change – A Consultant's Perspective
- The History of the Camino
- Lessons from the Camino

The background is a dark blue gradient that transitions to a lighter blue at the bottom. A thin, light blue curved line starts from the left edge and curves downwards towards the center. A spotlight effect, represented by a semi-transparent blue cone, originates from the bottom right and points towards the text.

Change
A Consultant's Perspective

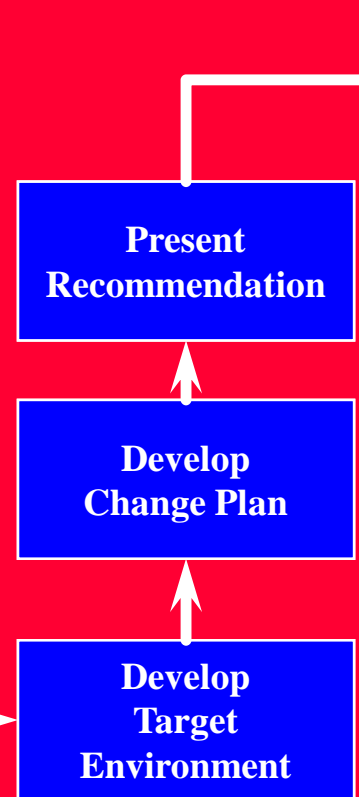
Project Approach

CURRENT STATE ASSESSMENT



Reach Consensus

FUTURE STATE DESIGN



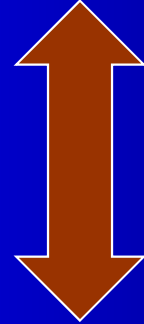
Obtain Approval

FUTURE STATE IMPLEMENTATION



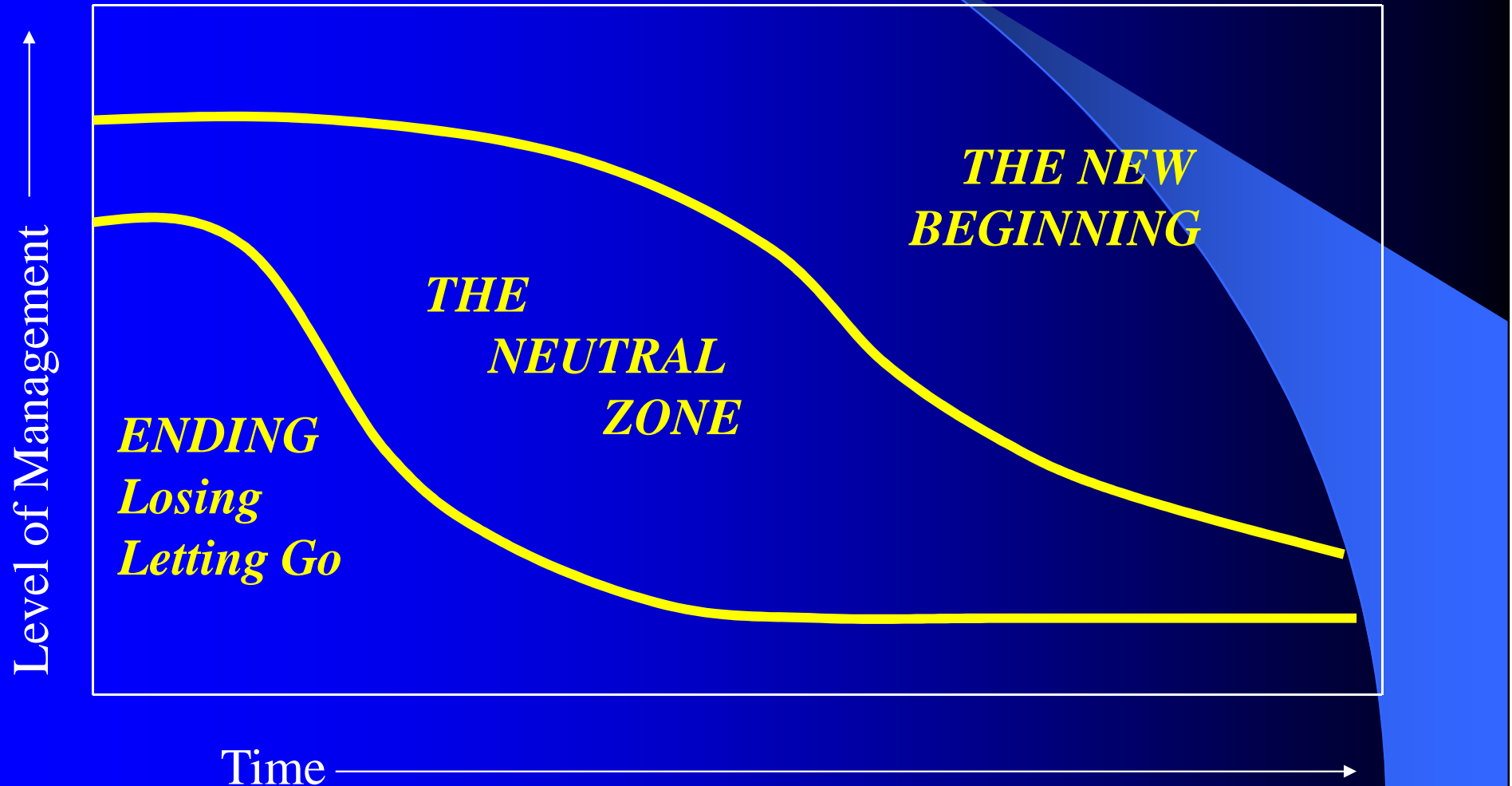
Creative Tension

Vision
(What you want to create)

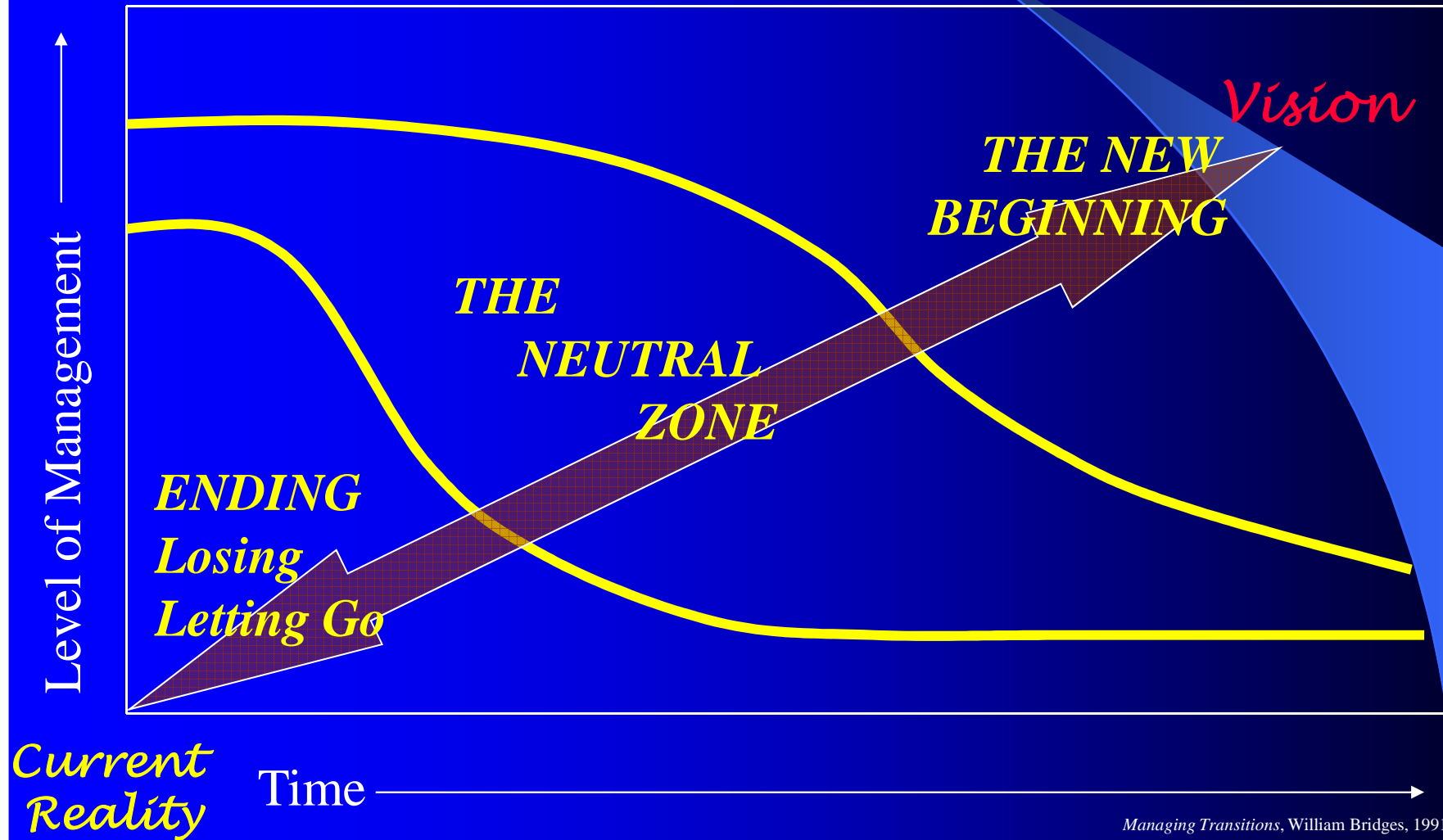


Current Reality
(What you have)

Transition



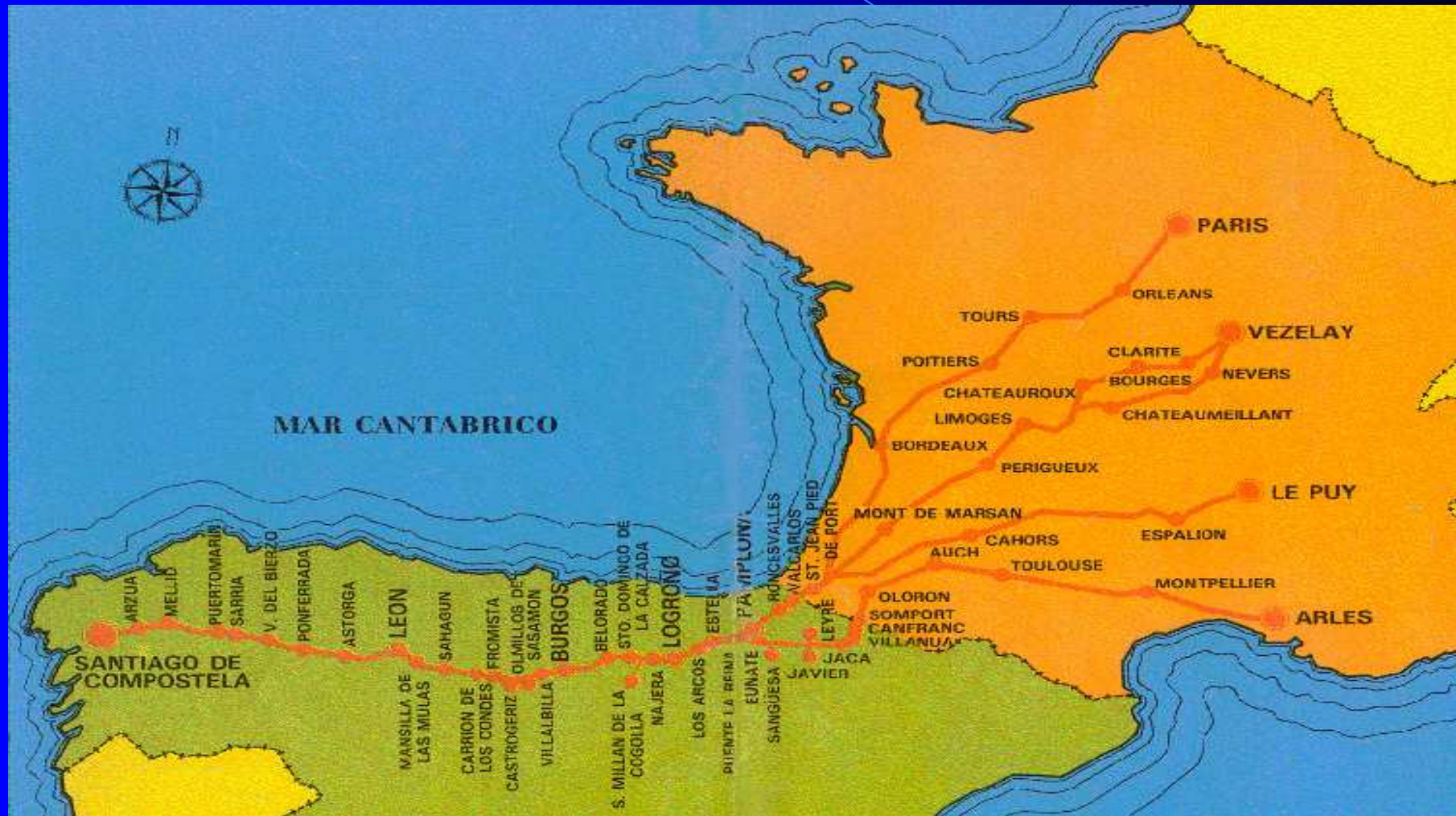
Creative Tension and Transition



The background features a gradient from dark blue at the top to black at the bottom. A white arc starts from the left edge and curves downwards towards the center. A semi-transparent blue shape, resembling a stylized 'S' or a path, is overlaid on the lower right portion of the image.

El Camino de Santiago

Map of the Camino



History of the Camino

- St. James goes to Spain but is later beheaded by Herod in Jerusalem
- Followers take his body to Jaffa where a ship is waiting to take his remains to Spain
- In 813, Pelagius, a hermit guided by stars, discovers the remains
- The news spread and the pilgrimage was created
- At the height of its popularity, in the 11th and 12th centuries, over a half million people a year made the pilgrimage

The Modern Camino

- Most pilgrims have never done any serious walking or hiking
- Pilgrims stay in refugios in small villages along the Camino
- On average, 60,000 people make the pilgrimage each year
- 1982, Pope John Paul II became the first pontiff to visit Santiago de Compostela
- 1987, European Union declares Camino first Cultural Itinerary
- 1993, UNESCO adds the Camino to its World Heritage list

The background is a dark blue gradient that transitions to a lighter blue at the bottom. A thin, light blue curved line starts from the left side and curves downwards towards the center. A semi-transparent, light blue spotlight effect is centered on the text, creating a soft glow.

15 Lessons from the Camino

Lessons #1, #2

- Know where you are going and why
- Know what you are leaving behind

Lesson #3

- Invite others to participate
 - Involve key stakeholders from the beginning even if you don't think they are willing or able to participate, they may surprise you

Pilgrims



Lesson #4

- It's a long way to Pamplona
 - Every journey begins with the first step
 - If you don't reach the first milestone, you'll never reach your destination

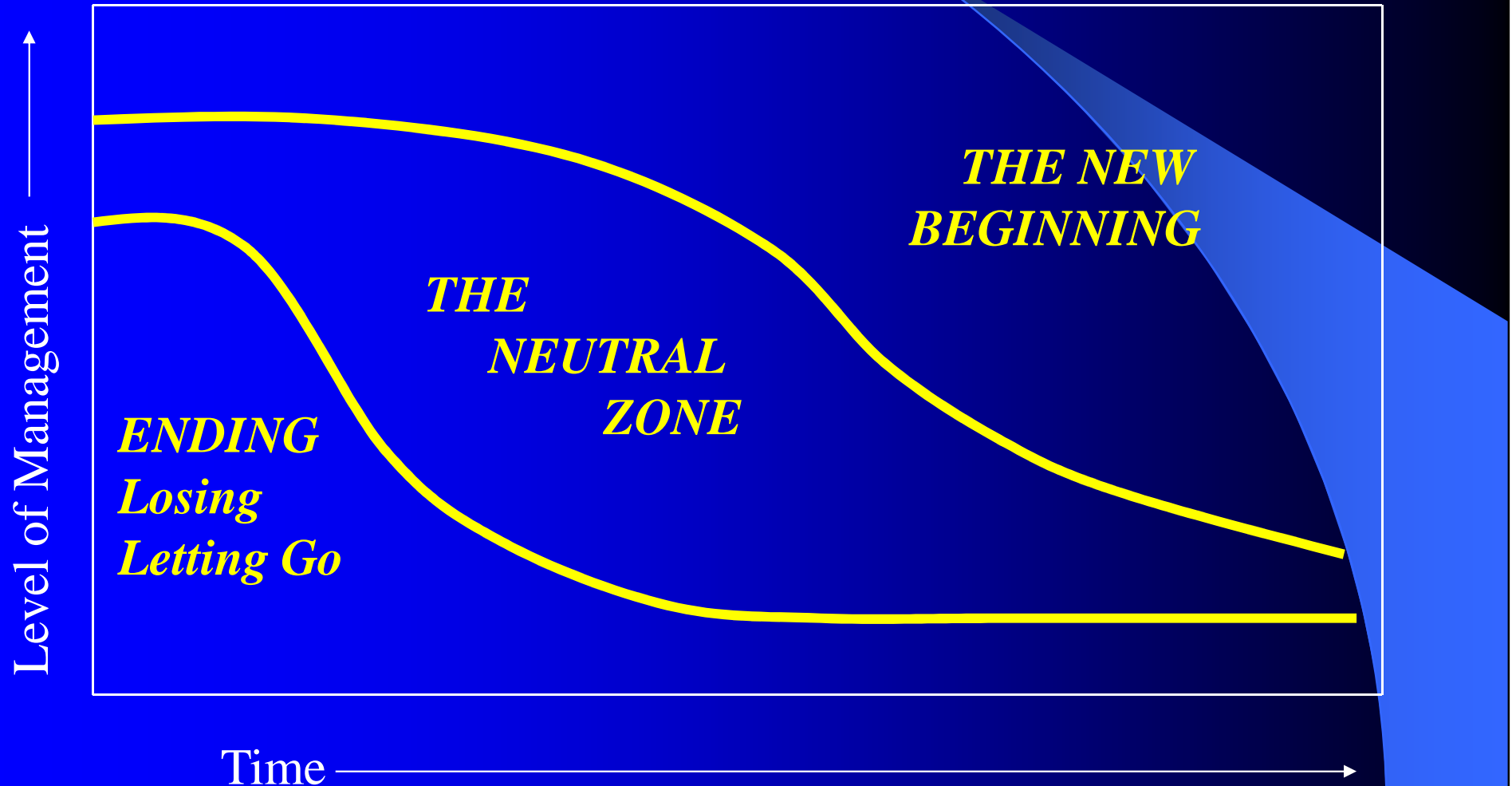
Lesson # 5

- Pack Light
 - Leave the mental models (our internal images, assumptions, and stories of how the world works) behind

Lesson #6

- Commit to Going, and GO!
 - Sitting on the fence or staying stuck in the “Neutral Zone” doesn’t get you closer to your destination, you have to commit to move forward

Transition



Lesson #7

- Everyone walks at a different pace,
work with it

Sofa



Lessons #8, #9, #10

- Agree to how you want to work together to arrive at your destination
- Communicate, communicate, and communicate again
- Find the yellow arrows and move forward



Flechas Amarillas



A Day in the Camino

- **5:00 am Awake, take ibuprofen**
- **Prepare feet**
- **Light breakfast**
- **Check map**
- **Walk**
- **Stop for coffee and check feet**
- **Walk**
- **2:00 pm Arrive at destination and find lodging**
- **Shower, wash clothes, clean feet**
- **3:30 pm Lunch**
- **Buy tonight's dinner and tomorrow's breakfast**
- **Air feet**
- **Rest**
- **7:00pm Dinner**
- **9:00 pm Take ibuprofen, sleep**

Lesson #11

- It wouldn't be a pilgrimage if it wasn't challenging
 - Change is seldom easy

Lesson #12

- Support comes when you need it and from the most unlikely places

In the “Neutral Zone”



Lesson #13

- Innovate
 - Look for solutions outside of your comfort zone

Laundry on the Camino



Lesson #14

- Niños, niños, porque hay niños?
 - Accept the people who finally get on board as you approach the destination. In the end, it's more important that everyone reach the destination than who did the work to get there.

Lesson #15

- Celebrate Success!



Santiago



Lessons from the Camino

1. **Know where you are going and why**
2. **Know what you are leaving behind**
3. **Invite others to participate**
4. **It's a long way to Pamplona**
5. **Pack Light**
6. **Commit to Going, and GO!**
7. **Everyone walks at a different pace, work with it**
8. **Agree to how you want to work together to arrive at your destination**
9. **Communicate, communicate, and communicate again**
10. **Find the yellow arrows and move forward**
11. **It wouldn't be a pilgrimage if it wasn't challenging**
12. **Support comes when you need it and from the most unlikely places**
13. **Innovate**
14. **Niños, niños, porque hay niños?**
15. **Celebrate Success!**

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