



THE WORLD SUBUD ASSOCIATION
SESI & ISC/WSA Executive
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Dear Members of WSA and SES persons:

We feel that a very important topic for the World Congress will be the work and roles of Subud Enterprise Services, especially project and new initiatives support. We are writing this letter to invite the WSA member countries, and all interested persons to exchange ideas on this broad topic in advance of the Congress.

1) PROJECT AND INITIATIVE SUPPORT

We suggest that some of the primary issues are:

- a) What are the needs of Subud members in relation to starting new endeavours such as enterprises and other projects?
- b) What should be the role of the WSA in supporting these needs in partnership with the national bodies?
- c) What are the needs of existing enterprises and projects?
- d) What are the policies that the WSA should have with regard to supporting individual projects?

We would recommend a simple first step. As a starting point, there could be small teams of experienced persons who would be available to provide support to new endeavours and projects within the WSA executive. These teams would build up contacts and networks or tap into existing informal networks as needed.

The realization of such an idea requires some simple policy guidelines from the World Congress. What sorts of support should the WSA be willing to provide to projects and new initiatives? For example, is it appropriate to use WSA funds to send entrepreneurial experts to visit and help business enterprises abroad? To what extent should the WSA communication channels be appropriately used for projects needing investment? When is it appropriate for the WSA teams to give consultancy advice for free? When should consultancy services be given professionally and when should the WSA recommend such services?

2) OTHER NEEDS

There are other questions that determine what the more general needs of Subud members are with regard to, for instance, networking, data-bases and web-based exchange forums. These may not be limited to Subud enterprises and projects, but may be useful to professionals.

There are also the needs of young people for mentorship and work experience.

The current SES chairperson, Sachlan Fraval, has been pro-active in promoting an entrepreneurial approach to the discovery of ones talents through real life experimentation using the latihan in work situations and to encounter new opportunities. This success of this approach shows the possible need for entrepreneurial workshops that help us to connect better our work experience with our talents, and with the creativity and courage of the latihan.

We have seen in several countries the need for courses on setting-up an enterprise with training sessions on topics such as business plans and developing a market strategy.

It seems that three kinds of requests (covering the above points) have reappeared during the last few years:

- 1) The need to create an effective data base for networking that members can tap into. So the need is to come up with and develop a project that is effective and easy to be part of and which is constantly updated and of worth to the members.
- 2) The desire of young Subud members to have short-term work experience within Subud member's enterprises.
- 3) The need of many to have help from professionals, in establishing a business plan that encompasses not only the financial aspects, but the clear outline of a project including time-lines. This is relevant for both profit and non-profit projects, even if each has a different focus and expertise.

3. APPOINTMENTS AND ORGANIZATION

There is also a need for some decision-making about the SESI organization during the Congress. At the moment, SESI is treated as an association distinct from the WSA in much the same way that SDIA and SICA are. The SESI chairperson has been appointed at Congress by the WSA and is a non-voting member of the WSC. However, there is no separate SESI organization, and this creates some confusion.

4. CONCLUSION

We very much welcome the inputs of any country and any individual Subud member with regard to these issues. Would individuals please kindly send their comments and suggestions to their national committee, as well as to ISC, the WSA executive (wsa@subud.org)? Would countries please forward their proposals and any suggestions to their zonal representatives as well as to the WSA? Thank you.

Thank you very much for your attention,

Sachlan Fraval (SES international) and Garrett Thomson (ISC/WSA executive)