**TCI-The Sure Way for Effectiveness, is it?**

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When I read for the first time the theme of this Conference, I was astonished: Effectiveness and TCI how should this work? Effectiveness is a term mostly used in the context of our Neoliberal Economy. Everything should become more effective. The need to be effective stresses grown ups and especially children and elder people.

If it comes to the slogan of this Conference "TCI-The Sure Way for Effectiveness", an encounter with Ruth Cohn comes into my mind. Sometimes I told it in the Indian TCI Journal (6&7): A group of TCI-Facilitators of RCI International was talking about the "marketability" of TCI within the booming market for psychological, systemical, educational techniques. In a hard debate about the effectiveness of TCI, some colleagues suggested that TCI could be better "marketed". They made appropriate suggestions how this might be done. At first Ruth only listened to this debate and kept silent, but she obviously became increasingly nervous. In a specific moment, she jumped up and exclaimed: „I never have considered the question of how TCI should be fit for the market. My question has always been, how can the market be fit for the people?"

This intuitive shift of the theme toward what is essential shows the typical ability of Ruth to get to the point in reformulating the actual theme. Also, it reveals a focal point for understanding her approach. Is TCI as an attitude with methodical aspects familiar with the effectiveness of the neoliberal market in which we are dealing with TCI? As the encounter with Ruth Cohn shows us, we need a differentiated understanding of effectiveness when we correlate it with TCI.

The origin of the word "effective" stems from the Latin word **effectīvus**, which means productive but also creative. The word effectiveness in the neoliberal context is used mainly in a quantitative way. Being very effective or not effective becomes a yardstick in Economy. From there the quantitative understanding of effectiveness expands in nearly all areas of life: Education, Social-Work, Therapy, etc. Effectiveness is, for example, one of the general aims of our knowledge-based communication society. In Economics, to transfer huge amounts of unstructured data without reference to the individual and his or her community can be proclaimed as Effectiveness. We can see: Effectiveness is an ambivalent term.

What understanding of effectiveness correlates with TCI? It is not the quantitative but the creative meaning of the word. Ruth Cohn's distinction between "Dead learning" characterized by absolute the IT within the triangle in the circle, and "Living Learning" which takes all four Factors as equally important and in differentiating interaction, is also true for the distinction of living or dead communication. But the attention on the Dynamic Balance of the triangle in the circle doesn't guarantee living communication automatically. Even TCI could work as a "match in a haystack" if someone does not pay attention to anthropological, ethical, and political axioms like “Every human being is autonomous and interdependent.” “Respect is due to all living beings and their growths.” “Free decision takes place within certain inner and outer boundaries.”

"Effectiveness" in TCI is very close to personal growth within a group or community. You can not quantify it.

The creative meaning of the word "Effectiveness" is familiar with TCI. It focuses on the growing processes of people in TCI groups to become their chairperson. It is really effective to have teachers, social workers, therapists, pastors, economists, who can lead themselves, group processes and bigger systems like hospitals, schools, enterprises, politics in the attitude and the techniques of TCI. But by all fascination of Effectiveness in a quantifying society we should never forget that the best of people we cannot and are not allowed to quantify.