



# Relational Appreciative Dynamics:

A LEADERSHIP GUIDE TO  
OPTIMIZING THE ENTIRE  
PRODUCTION THROUGH  
POSITIVE RELATIONSHIPS



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# State of the Industry

**I have been a film producer for over twenty years.** I am aware of the best and the worst this industry has to offer.

I am convinced that with intention and attention to people, we can create a community that flourishes, where people, projects, and bottom lines thrive.

## **We can do this by proactively supporting:**

- the well-being of talent, crew, creators, leaders
- trust, respect, empathy, & enabling
- safe working hours and conditions
- mental and physical health
- fair wages

## **A proactive approach can reduce behaviors that:**

- devalue and deplete others
- slow productivity
- contribute to work delays and stoppages
- add to stress and burnout

Now, let's take a deeper look into how we can do that...



# Proactive vs. Reactive

I recently consulted for a proactive producing team that intentionally hired a crew that exhibited attributes of mutuality, trust, and positive relational energy while engaging a culture of inclusion and respectful engagement.

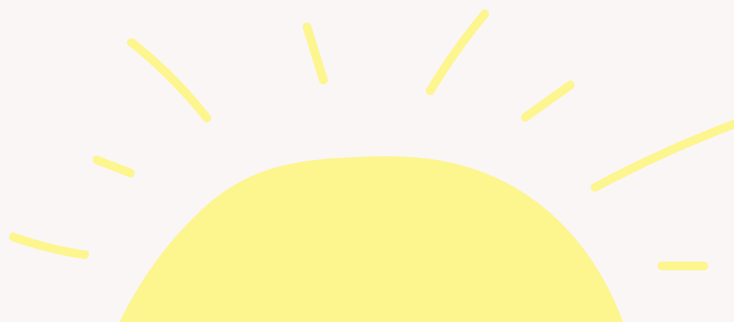
We did not realize how quickly these decisions would pay off. Right before pre-production started, the producers were forced to move the film to a different state. This had far-reaching implications for the crew and talent.


But because they selected their Head of Departments so deliberately and created an atmosphere of empowerment and family, when adversity occurred, the crew was not only understanding, they were supportive of the hard decision and participated in potential solutions to ease the stress of the last-minute pivot.

Research suggests high-quality interactions were enhanced because of the producers' decision to create a collaborative environment. One that understands the power of trust, mutuality, and positive energy, otherwise known as *Relational Appreciate Dynamics* (RAD).

I hope this approach provides you and your team with the resources necessary to respond to adversities with increased resilience, kindness, and community.

- Capella





LIFE CAN BE  
HARD.  
MAKING FILMS  
IS FUN!!!

# 5 Benefits of Building and Nurturing Community

## 1 Increased collaboration and communication:

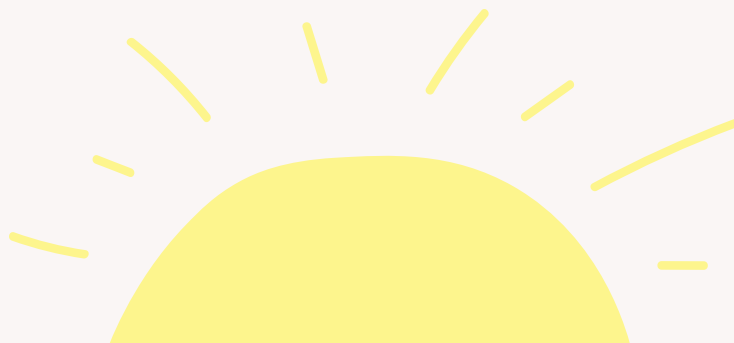
Building a community encourages the crew to work together and communicate more effectively. It can foster an environment of collaboration and creativity, which can lead to greater productivity and profits.

## 2 Improved morale and job satisfaction:

When employees feel like they belong to a community, they tend to have higher levels of job satisfaction and morale. They feel valued and supported, which can lead to increased engagement and commitment to the company.

## 3 Enhanced knowledge sharing:

When employees feel comfortable sharing their expertise and experiences with others in the community, knowledge sharing becomes more natural and efficient. This can lead to better decision-making and problem-solving, which can ultimately benefit the organization as a whole.

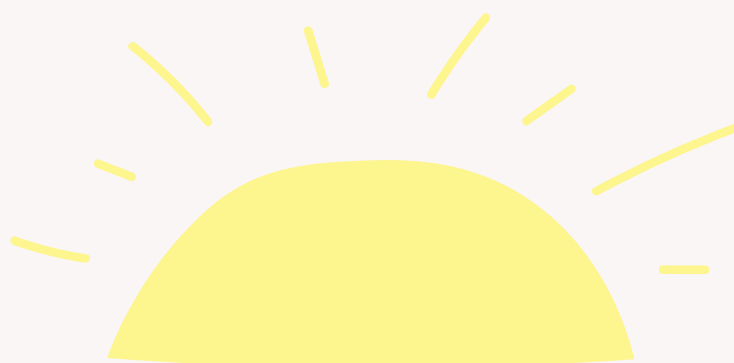
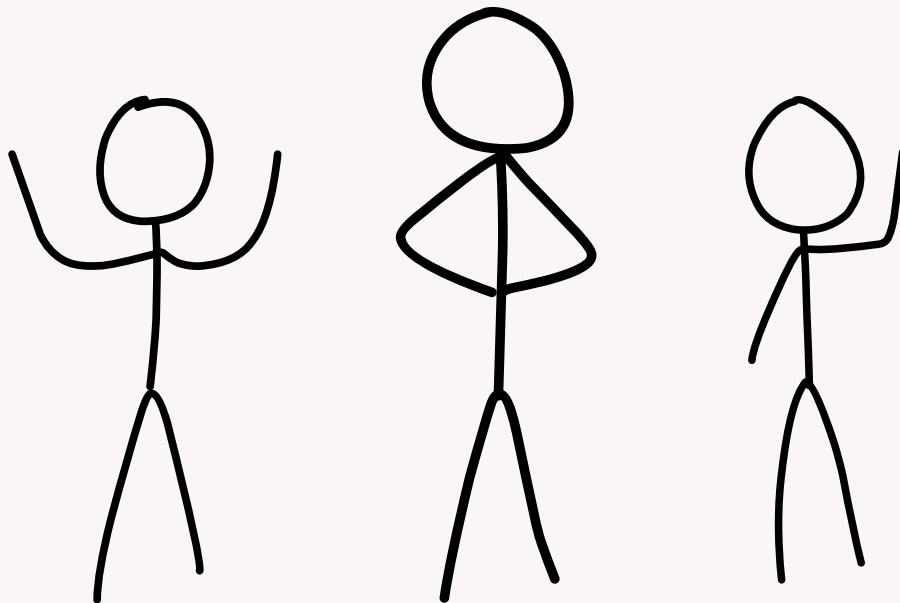


## 4 Increased loyalty and retention:

When employees feel like they are part of a community, they are more likely to feel a sense of loyalty to the organization. They are also less likely to leave, which can help reduce turnover and associated costs.

## 5 Improved diversity and inclusion:


A community can help break down barriers and promote diversity and inclusion. When employees feel like they belong, they are more likely to be themselves and bring their unique perspectives and experiences to the table. This can lead to more innovative ideas and better solutions.



HOW CAN PRODUCERS  
BUILD AN OPTIMIZED  
PRODUCTION COMMUNITY?



POSITIVE CONNECTIONS



**Positive connections are essential to well-being** and can be defined as positive interactions that leave individuals feeling supported, valued, and energized.

Building connections are strongly linked to well-being and health. And when we do find ourselves in stressful situations, the emotional support of others can serve as a tool to improve health and well-being.

So, if positive connections contribute to well-being and are a primary ingredient to a more inclusive and collaborative organization, how do we as leaders, initiate and nurture them within our organizations and productions? We employ:

**RAD**





# What is RAD?

## RELATIONAL APPRECIATIVE DYNAMICS

RAD is an interpersonal approach that establishes enhanced positive interaction through:



**trust**



**mutuality**



**relational energy**

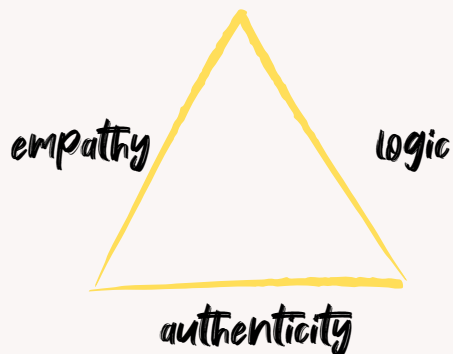
OR...

HOW WE TREAT  
EACH OTHER!!!



# trust

**Trust** can impact creativity and performance significantly. The better the trust between people, the better the relationship and the higher likelihood for mutual success. Trust has three components: Authenticity, Rigor of Logic, and Empathy. To obtain trust, you must be strong in all three. A lapse in one causes a trust *wobble*.



## Questions to ask yourself:

- 1) Do others feel like I am here for them and sincerely invested in their success and well-being?
- 2) Do others have confidence that my reasoning and judgment are sound?
- 3) Do others feel I am representing myself authentically?
- 4) Do I give others the space and confidence to be their real self?





# mutuality

**Mutuality** is a positive, interactive relationship that establishes a good sense of communication and understanding.

Mutuality often shows a balance of power and respect and promotes productive communication.

Mutuality also acknowledges that all members have needs and that everyone's needs matter.

## Questions to ask yourself:

- 1) How can I improve my awareness, empathy, and consideration of others?
- 2) How can I improve my team's awareness, empathy, and consideration of others?
- 3) How can I be more purposeful in responding intentionally and deliberately to the needs of others?





# energy

**There are four types of energy:** physical, mental, emotional, and relational.

**Relational Energy** is the only type of energy that does not deplete with use and does not require recovery time after it's expended

Research supports that high-performing organizations have many more positive energizers than normal organizations; as many as three times more.

There is an inherent tendency that exists in all human beings to flourish in the presence of positive energy.

## Questions to ask yourself:

- 1) Does my presence invigorate others?
- 2) After interacting with others, do they appear more energized?
- 3) Is there a mutual feeling of increased vitality when I interact with my team?



A large, irregular yellow scribble that serves as a background for the text. The scribble is composed of many overlapping, horizontal and vertical lines, creating a textured, hand-drawn appearance.

OKAY! SO, YOU LIKED THE  
DISCUSSION...

IS IT IN LINE WITH THE  
KIND OF ORGANIZATION  
YOU ARE CREATING, OR  
YOU WOULD LIKE TO  
CREATE?

IF THE ANSWER IS YES,  
HERE'S WHAT TO DO NEXT...

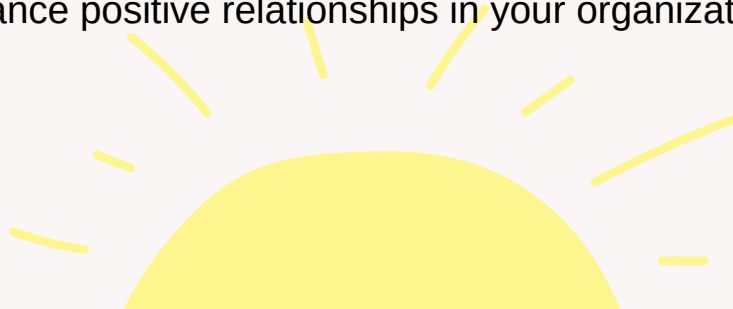
# There are several ways you can bring RAD to your organization

- 1 Engage. Begin conversations with your leadership team around well-being and community.
- 2 Build Positive Connections. This is the foundation of RAD and can be ignited with activities, discussions, and exercises.
- 3 Hire a Certified Administrator, like me, to provide assessments (data does not lie). Here are the assessments I suggest:

- **Subjective well-being survey** for your crew, team, and membership
- **DiSC** - Understand you and your team's communication and work-style preferences
- **EIQ** - Much of the success in leadership is attributed to high emotional intelligence; understand where you and your HOD's are strong and which areas you can grow
- **VIA Character Strengths** for individuals or teams

4 Hire a consultant, like me, who can guide you in integrating leadership tools that promote collaboration and play within your organization, whether it's transient or permanent.

5 Follow my work on the podcast *When Is Now*, IG, and LinkedIn to stay updated with research and techniques to enhance positive relationships in your organization.





**Capella Fahoome is committed to the relational experience of filmmaking.** She has produced independent films for twenty years, with a concentration on enhancing collaborative environments through relationships built on trust, mutuality, and positive energy.

Capella's experience and education confirm that optimizing these elements of production not only increases creativity and individual well-being, but also the overall success of the final project. Capella is dedicated to developing and coaching production leaders to create communities and projects that thrive.

Capella has produced award-winning independent narrative and documentary features that have premiered at Sundance, Tribeca, and SXSW. She is from Detroit and studied at the University of Pennsylvania, receiving a Master in Applied Positive Psychology and a Master of Philosophy in Organizational Dynamics with a concentration on executive leadership and coaching.







capellafahome.com

- When Is Now podcast
- Linkedin
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