

e - LUDIC ADMINISTRATION

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1. Showing the concept of ludic administration

When we speak in LUDIC Administration, the most important is understand what ludic sense has one series of intercurrency that say about ,not only in the entertainment , but also , as a priority , to the developed work with emphases in activity that we like to do , i.e. , rescue the importance of one work well- done ,but ,inside of best standard from what is meant by quality of life.

This is fundamental, because is spoken intensely in work, however

more important than the own quality of work be one quality of life those improve the work, i.e., become the life of collaborator full of motivation to the development of something based in the quality, mainly, in the quality of own life as worker.

It's necessary to tell that nor always we realize happy people in that they do and, happiness, as we know, it's one state of spirit full, nevertheless, circumstantial.

We're happy by something and, about quality usually, when our work doesn't go very well, when we don't feel motivated, rewarded

psychologically, when the work load is excessively and there is no palliative to such as this situation, one has the uncomfortable feeling that something isn't good in our lives.

In this way, the new modalities of management adapt form more lucid of live the process of socializing at work, without, however, offer one rule or specific receipt.

In this way, my dear reader, you is invited to reflect, as one conversation among friends, about what be LUDIC administration and, certainly , look for adapt

ways more LUDIC of contemplate
your own management, be it to
others, be it by yourself .

2. SPEAKING ABOUT PLEASURE

It's common we note anxious
people, sleepy, sadness, unhappy,
strained, and apathetic, soon in the
morning. Unfortunately, we'd like
to see one different scenery, i.e.
happy people that valorize what
they will have in advanced in that
day. When we are in the end of
afternoon, we note people come
back to their home, in same
anxiously, apathetic, sadness, but

with one more thing: tired, exhausted, impoverish in their souls and, so, many times, ask us about the motive which they meet in this situation.

It's common to know of unemployment level in the country. Nowadays, get one job with a formal contract is one absolute rarity ,however, if we see what is behind the work , we note that the things aren't exactly as seem to be , and the valorization of this work mustn't be kept by economy, but kept by the measure of pleasure that it offer .

CONFÚCIO – great Chinese wise of one period that proceeds of Jesus Christ, have already said that “we only make well the things we make by pleasure “, and this is the great true.

The hustle and bustle of day by day doesn't permit observes nothing. Do we live to survive or do we survive to live? It can be one redundancy, though, there is one big difference in survive and to live. If I survive, I get be above the life. I get be above of my needs, creating needs to be satisfied.

When I live , I don't intend these needs. I overcome them naturally and permit me enjoy with the beauty, thing that in the surviving, this isn't possible.

If I could make one brief analogy, we said that those who live and share the bread know understand the beauty that is the peculiar of nature. Now, who only survive, need ensure and fight ferociously with tooth and nails by one unique crumb that drop in his hands.

I ask myself in relation to all of this, and, sometimes I feel more

survive than live. Modern times, when what is valid is the entrepreneurship, as say the experts in the administrative field, however, before anything, we're human beings. We're full of pleasure. What is living in us beyond of needs of surviving? so, when I look the people that don't valorize their own work , or that valorize , not by the gracious action that

Make ,but also , by the unique possibility of survive that they see on them, I'm taking pity of these people that will pass all the

life without know what is to live !
live in van ,they were born in van
,many times , without condition to
realize that what ´s more beauty
existent in this life is one day after
other , though, the most beautiful
moment is now , the day most
beautiful is today, according one
great worker that love what she
did Mother TEREZA DE
CÁLCUTA.

3. Work: How everything began

When we refer about work ,
automatically we conduct our
reflection to one circumstance

always discussed in this forum
opened labor : The job .

The exception of informal market,
i.e. of workers that doesn't have
employment relationship, the
others respect all one unique
law...

That means the obligatorily of one
certain organization register their
employees, hence the term
employment, that mean the activity
of one person, i.e. their work
power put in practice to the social
development.

This question is much complex,
because such fact proceeds to our
epoch. Actually m before the

industrial revolution, when the man passed to be occupied in the assemble lines in series; the profile of civilization was in their totality agrarian. The man lived in feuds, those posterity evolutes to village and after in cities, they grow and traded their products to their own survive. The nobles, the clergy and government kept in the process itself of command certain clan, and keep themselves of plantation (work) of vassals.

With the industrial revolution and rural exodus, the man began to link their live hood to their capacity

of sell their work Power to the industrial market; with this, definitively, the barter (base of change of equivalents goods) lost totally its power in order to, through of establishment of one unique standard in the commercial transactions (the currency), the man could negotiate, no more their products, but their power and capacity of work.

Moreover , when we refer about the work market nowadays, the man establish as capacity to the market one series of requires ,such as basic formation,

generalist vision, despite of specialized optic , talents in communication, etc .

So, we can contextualize the following to our reflection: Since the man went out of field to join the ranks of factories, left behind one series of values that were belonging to a typical familiar culture. To this rural worker, the interest were effectively.

The climatic condition, the sort of soil, abundance of water and certainly raw material compatible with their needs of

production and future mercantilism.

Nowadays, we see one scenery completely different. The values are based in the demand of competence and abilities of market. Don't mind the climate, but the level of competence to knowledge that are put to service of worker and their receptacle more vital: the work power and its opportunities!

4. Corporative training: The lucid present

It's much spoken about different administrative processes what, however, isn't a newness, because as we know, the field of administration or management, in general way, involve one series of others knowledge that made of, administrative contents, infinite possibilities of analyses and discussions.

In this way, the term LUDIC administration can be seen by one great varied quantity of aspects and all of them well interesting.

This time round, let's go try approach the concept of LUDIC

administration to after
contextualize them through of
different way which it manifest,
providing one different vision of
term LUDIC in administration .

Searching the origins of term,
we have that LUDIC refer to
pedagogic, entertainment, playful
or joking of children, activity of
enjoyable leisure.

So, by definition, the terms
LUDIC administration show
incompatible, because,
administrate means organize,
manage, be responsibility about

something that's serious and that, therefore, require serious.

So, how propose one thematic with elements that, in the beginning, do not harmonize?

The answer, we can understand, it's in the orthodoxy view, close, many times centralizing of the act of administrate. And is in this point, precisely, that is our great question: the people that administer can't make it in a LUDIC way, in a pleasurable way, why? ... Who is administered can't being happy with the sort of administration that receives, why?

If we focus to the past, we note one separatist view, between what is good and what is necessary. Moreover , what is good, usually, isn't necessary , and what is necessary , by no means can be good , enjoyable , propose well-being.

In this way, we have that the act of administrate be something necessary and, therefore, it cannot be nor must be good .This premise generate one corporative circumstance; in extension of different ways of interaction in the work place that manager,

administrator , “boss” , in a general way, can’t nor must behave such that the specific protocol of function that they are be injured by the fact of being , let’s say, confounded with something or someone that aren’t absolutely accordance with their effective competencies due to the function that they have.

Unfortunately, this is what happens in many corporative environments.

The group of manager understand that exist one series of necessary requirements to the

good running of administrative machine inside of specific local where meet , however, such requirements must be seen in a” serious” way , as everything of that being serious , must be “unsmiling”!

Now, between unsmiling and seriousness, exist one infinite space, fortunately!

The serious person is that doesn't play with the life, therefore, this doesn't means “doesn't play in the life”!

Be serious is recognize needs, worry with the keeping of one work well done, make appropriated rules for everybody and be, mainly, quite ethical, with respect the administrative process of involved people in determinate entrepreneurial context, this is, if what we approach refer to the corporative world, i.e., the world of own work and of others that are with you in the same baseline.

However, be serious, doesn't means be bad mood , sullen, without capacity to interact with people, aggressive and , what is

worse, believe be serious inside of this standard of behavior and ,however, understand as able , effective and efficient , without some macula, simply by the fact of doesn't get to smile!

Already, the LUDIC people ,are playful , fun, creative, they put all those that live together and that, to some extent ,make part of their corporative acquaintanceship (especially those that are under your orders) at ease , free in position inside of own expectative and ideas. The LUDIC people permit that others express freely

and, therewith, generate wellbeing in the work environment, permitting in this manner, in nature way, that the progress of administrative actions (be it of any nature) ,can flow peacefully without the unnecessary generation of negative stress, what , without doubt, compromise so much the environment which the work is developed .

There are several company that contract specific consultants to operationalize the called “wellbeing in the corporative environment”, usually, is relative to the way as

the collaborators face the leadership more immediate and, in one second moment, the secondary leadership, however that higher, that that determine, finally the rules that “game”, to be more LUDIC in this consideration.

In the “briefings that are passed by many of these companies to the consultants that provide works in these organizations, the main requirement are often the followings:

- a- Work one leadership more effective, which the