

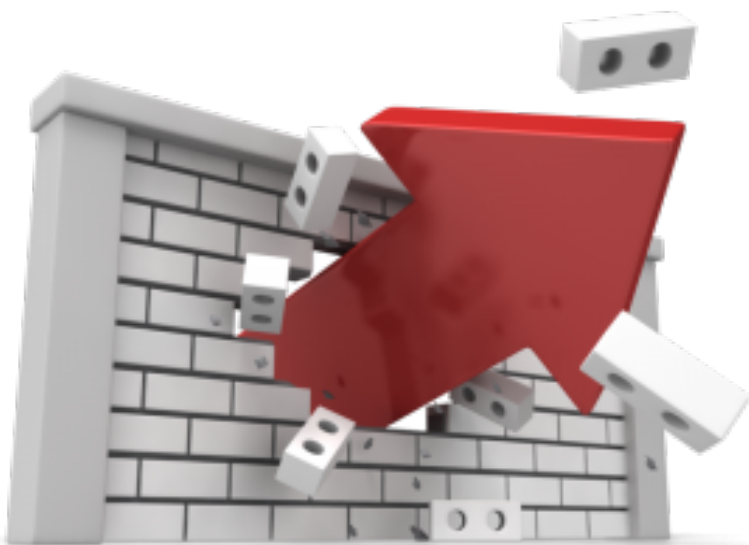
Now to How!

NOW to HOW! Efficiency to Effectiveness

The DNA of Business Success, Part 3
(Parts 1 and 2 of this series are included in the links at the end of this post)

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“There’s a new world struggling to be born. It’s a world of greater creativity, higher purpose, and deeper fulfillment.”
Marty Neumeier, Metaskills



Struggle is necessary to make us aware of what no longer

works, but it is the determination, the conviction to build, evolve, grow and create that transforms struggle into empowerment, disengagement into motivation, challenges into solutions, failures into a new way to learn and lead forward while improving cognitive, emotional and social adaptability. Smart and fast are no longer enough. Surviving and thriving means embracing our ability to use/transform changes, challenges, stressors (even failures) into the enhancement of three strengths that GROW at the speed of change; 3Q strengths that build cognitive, emotional, social adaptability while preserving the timeless anchor of sustainability (Q3):

Q1	-IQ-	Enhanced focus-strategic thought-design thinking-ability to learn-relearn)
Q2	-EQ-	(Enhanced emotional intelligence; emotional mastery-self management-relationship management-risk tolerance/resiliency, communication, collaboration)
Q3	-SQ-	(Enhanced values alignment/positive purpose, integrity of thought communication and action; development of intrinsic motivators that keep us going when the going is tough)

Will you champion a better way forward or remain transfixed by the ambiguity, changes, challenges, chaos and opportunities that punctuate our lives, work and world? Will you be fearful or fearless? I believe the imperative to be fearless in the face of change is not simply the mark of leadership, but critical to those who recognize that the only way we can move past struggle is by using it as a guide post that takes us forward; a guidepost that speaks to the unbridled power of

human ingenuity, humanity, courage and leadership at the speed of change. *"Whenever you "see" an issue or "understand" a concept, be conscious of the lens through which you're viewing the subject. You should assume you're introducing bias. The challenge remains to identify and let go of that bias or the assumptions you bring, and actively work to see and understand the subject anew."* Edward B. Burger, Michael Starbird, *The 5 Elements of Effective Thinking*, Princeton University Press, 2012.

How can you get past your own bias, your own filters, so that you can see the problem or challenge anew? Start by recognizing that any habit of thinking, communicating and doing that leaves you entrenched and boxed in will not take you forward. The power to move from now to HOW will not be found in bastions of great thought, because until we unpack the knowledge we have and make it real it remains shrouded and un-lived. The power to move from now to HOW will not be found in struggling against change, because the way forward starts with seeing the changes, challenges, stressors and failures with new eyes that take us forward faster and better.

Start by making Now To HOW your mantra and use it to break down habits of thinking and communicating that no longer work. Many of us are working with a mindset that cannot help us move from Now to HOW. The Age of Industrialization and the Age of Information became a fulcrum for process driven systems, increased bureaucracy and adherence to one size fits all models of thinking and doing. Quantitative results became our focus forward. Meanwhile, a new Consumer Age an age where the more informed consumer, the realities of hyper competition and the David and Goliath Syndrome (small agile start-ups threatening established brands) is here and it is NOW. Embrace your ability to develop pragmatic optimism while fueling an avid curiosity for transforming challenges into solutions. The imperative to nurture ideas before you kill them, the ability to train our minds to be solution focused is the quickest way

to a better way forward.

There is a new world being born. You can struggle with it, or you can help to build it. The imperative to focus on effectiveness; to champion human ingenuity and collaboration is before us. Will you see the challenges you face with new eyes? In an era of massive change and challenges, we need to focus on human effectiveness as it relates to creativity, innovation, communication, collaboration and the purpose driven anchors that will help us negotiate ambiguity with vigor and confidence. Is it time to recognize and embrace your strengths while transforming changes, challenges, stressors and failures into your 3Q Edge™? Carpe diem!

More on moving from Now to HOW? You Betcha Stay tuned for the next Installment (The DNA of Business Success in Disruptive Times Part 4): Competitive Differentiation

More Yes!

The DNA of Business Success, Part 1

The DNA of Business Success, Part 2

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