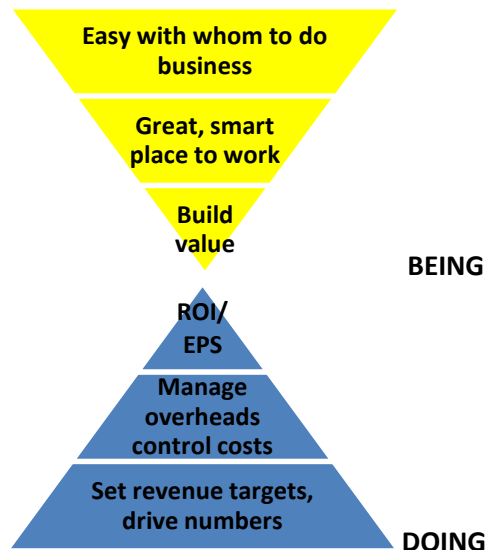


# Turn Your Business (and your Thinking) Upside Down



What can be observed in Doing and Being businesses (not always, and not all extremes, of course)

| DOING                                     |                                       | BEING                                      |
|-------------------------------------------|---------------------------------------|--------------------------------------------|
| Old school                                | <b>Thinking paradigm</b>              | New world                                  |
| Head and hands                            | <b>What gets used</b>                 | Heart and soul                             |
| Typically Win - Lose                      | <b>View of Customer</b>               | Win – Win or no deal                       |
| Knowledge based answers                   | <b>Solutions</b>                      | Wisdom based solutions                     |
| Fear, blame                               | <b>Culture</b>                        | Trust, personal ownership, accountable     |
| Asleep, closed                            | <b>State</b>                          | Awake, open                                |
| Self serving                              | <b>Service levels</b>                 | Service to others                          |
| Work, just doing a job                    | <b>Feels like</b>                     | Play, life                                 |
| Separate, disconnected                    | <b>Connections</b>                    | Collaboration, connected, in it together   |
| Failure is not an option                  | <b>Failure</b>                        | Failure is encouraged, to learn and grow   |
| Drains                                    | <b>Drains or radiators of energy?</b> | Radiators                                  |
| Only look outside                         | <b>Where are the answers?</b>         | Look inside ourselves first                |
| Thinking, thoughts                        | <b>Consciousness levels</b>           | Intuition, feelings, emotions              |
| Control, told what to do, wait for orders | <b>What to do?</b>                    | Personal choice, creative, innovative      |
| Running harder                            | <b>Activity</b>                       | Balance                                    |
| Targets, results                          | <b>Primary driver. focus</b>          | Serving others, enabling                   |
| Rules, do as you are told                 | <b>Actions</b>                        | Responsibilities, do what is right, needed |
| Adult to Child, I'm OK, You're not OK     | <b>Behaviour</b>                      | Adult to Adult, I'm OK, You're OK          |
| Burn out                                  | <b>Results</b>                        | Expression                                 |
| Stress                                    | <b>Impact</b>                         | Joy, being in the flow                     |
| Survival                                  | <b>Maslow</b>                         | Self actualisation                         |
| Never enough, dog eat dog world           | <b>Outlook</b>                        | Abundance, enough for all of us            |
| Future                                    | <b>Consciousness mindset</b>          | Present, being in the moment               |
| Short term                                | <b>Timescales</b>                     | Long term                                  |
| Unsustainable                             | <b>Longevity</b>                      | Sustainable                                |
| Real personality hidden by mask(s)        | <b>Personality that shows up?</b>     | Vulnerable, being ourselves                |
| Suppress self                             | <b>What part of self?</b>             | Wholehearted, bring all of self            |
| Slaves to the system                      | <b>Feels like</b>                     | Freedom and choice                         |
| Long hours, set hours                     | <b>Hours</b>                          | Flexible working                           |
| Office based                              | <b>Location, location, location</b>   | You decide where you work best             |
| Closed, always done it this way           | <b>Change</b>                         | Always open to new ways                    |
| Top heavy, closed, secrets, systems       | <b>Hierarchy</b>                      | Flat, open, transparent, trust, authentic  |
| Ego and fear based, guarded               | <b>Interactions, conversations</b>    | Respected, trusted                         |
| Only from the boss, who takes them        | <b>Ideas</b>                          | Valued from everyone, acknowledged         |
| Play small, keep your head down           | <b>Speaking up/out</b>                | Be your whole self, always                 |

**So which one would YOU choose?**