

THE REGENERATIVE BUSINESS DEVELOPMENT COMMUNITY

Carol Sanford Institute



CORPORATE DIRECTION IS ABOUT UNWAVERING FOCUS

When we lay a piece of paper down on the sidewalk on a hot summer day, nothing would happen to it, When we add a magnifying glass between the piece of paper and the sun, the paper catches on fire.

Why is that? Because focus is literally energy. Sunlight focused enough creates enough energy to set a piece of paper on fire. Water focused enough, or streamlined enough, can cut through steel and rock. Focus Is Power.”

The Opposite? Fragmentation, Diffusion and Dispersion which steals energy and power from entities in their endeavors. We use two concepts for focus in this work. Corporate Direction at the level of an entity facing out into the world. Aim at the level of a corporate entity, a group or individual person, not facing into the world, but inward. Aim is targeting inner growth and development. Corporate Direction is facing outward and articulating OUR WORK in the world. What is ours to be done

To develop these focusing aspects, we need essence thinking which is the opposite of brainstorming. You don't begin by scattering light on the paper then collect the light and find the most common pattern. We concentrate the light. Brainstorming scatters the mind and ability to image potential to be focused toward.

It calls for precision in imaging a field of energy at work. Language is indicator of what we are imaging and disciplined practice to see the hub, core or node of how something is working. We are trained and educated to see things in the world. They are fixed and fixed in relationship to one another. We are not developed to image the unfolding and enfolding of energy producing what finally becomes apparent to the senses.