

# Essence and Why Does It Matter to You/Your Business

## What is it?

1. Essence is the basic inner quality of something or someone that gives the thing or person their distinctive and singular character of being. Each child, each business or organization, each customer and customer group has one.
2. Essence serves as a pattern generator of a being; what this individuated being can best create if tapped.
3. Essence offers a defense against arrogance, harm to others, and distract-ability.
4. Essence provides our source for meaning, contribution that matters, and unwavering disciplined focus.
5. Essence is what fuels inspiration, creativity, and integrity that makes an entity non-displaceable (competitor proof) and regenerative (future proof)
6. Each one of us as individuals possesses our own unique essence. This is an enduring aspect of ourselves which, when we grow as individuals, becomes increasingly manifested during the ensuing phases of our development. Anything birthed, like an organization or business also has Essence, which is identical to and embedded by the founder(s).
7. Essence can be restrained, hidden and covered over by demeanors that we learn to adopt to match social situations or by personality of persons who join an organization and do not resonate with it. Eventually the entity begins to experience itself as having lost itself when this happens. We more experience ourselves as an intelligent computer than as a person.

## Why does it matter?

We can't regenerate a business, a particular Lifeshed, or a relationship with a market without starting from essence or Being DNA. It is true of everything alive.

To connect to Regeneration we are exploring a process rooted in the science of life. When a starfish regenerates an arm, it initiates that from its own Being DNA, the code that patterns it. It is the source of pattern generation that shakes us loose from pattern following

Regeneration is the work of Being DNA, the essence code of the particular living entities that can re-generate it from the core. When we become lost in life or business, this is why it means to find ourselves again or for the first time.

When we touch it, it evokes caring. We move from using counting as a motivator to caring.

Without this level of caring and deep connection, watershed management is only about policy changes and enforcement, and often litigation. It is only an abstraction, even to those with the highest intentions.

### **How do you reveal it?**

To see DNA, the essence and singularity of all living entities, you have to be connected to the unique life in which you are searching for it, whether it's a watershed, which then becomes a Lifeshed, or a particular raw material, such as a mineral like titanium dioxide, or a customer or value-seeking node of customers, such as sustainable fishermen.

Demographics, research in demographics and data collection from nature cannot change things for the better. Only caring and connection at an intuitive level, based on understanding of essence, can make truly regenerative contributions to the world.

The work of regenerating life requires us to continually regenerate the images of the entity, in order to keep them alive. And to evoke that in others.

You find it by imaging it working. It is born or seeded at the founding or birth. And then it shows up in many ways. It does not change, although it gets clearer and more manifest over time. It is not found in personality or actions but in the patterns behind actions.

### **How is it useful and used?**

It is used by the companies who have embraced it (Seventh Generation, Sustainable Condoms, Merida Meridian, DuPont, Google Innovation Lab and Colgate Europe for example) to design product offerings, to set strategy, to understand and advance relationships with customers and channels, to hire and develop people, for mergers, acquisitions and divestitures. It is useful in human development and working with living systems if igniting their vitality and viability and making appropriate application of raw materials. It is very helpful in evaluation and evolving initiatives, in selecting collaborators and partners as well as evolving partnerships. It is core to work designs that build from intrinsic motivation. It is foundational to what global imperatives we can affect and business model development that will work. In other words, it permeates everything, overcoming fragmentation and producing deep alignment and tenacious investment in a core.