

The Regenerative Women Entrepreneurs Community

2.26.20 9-11:30 AM PACIFIC TIME USA

© 2020 COPYRIGHTED IDP, INC AND CAROL SANFORD INSTITUTE. ALL RIGHTS RESERVED.

Entrepreneurship as a Process Framework—Six Aspects of Health

Growth Effect & Effectiveness	Interaction & Engagement	Patterns
Concentration	Identity	Freedom

Will
Producing

Being
Awakening

Function
Enabling

AIM FOR TODAY

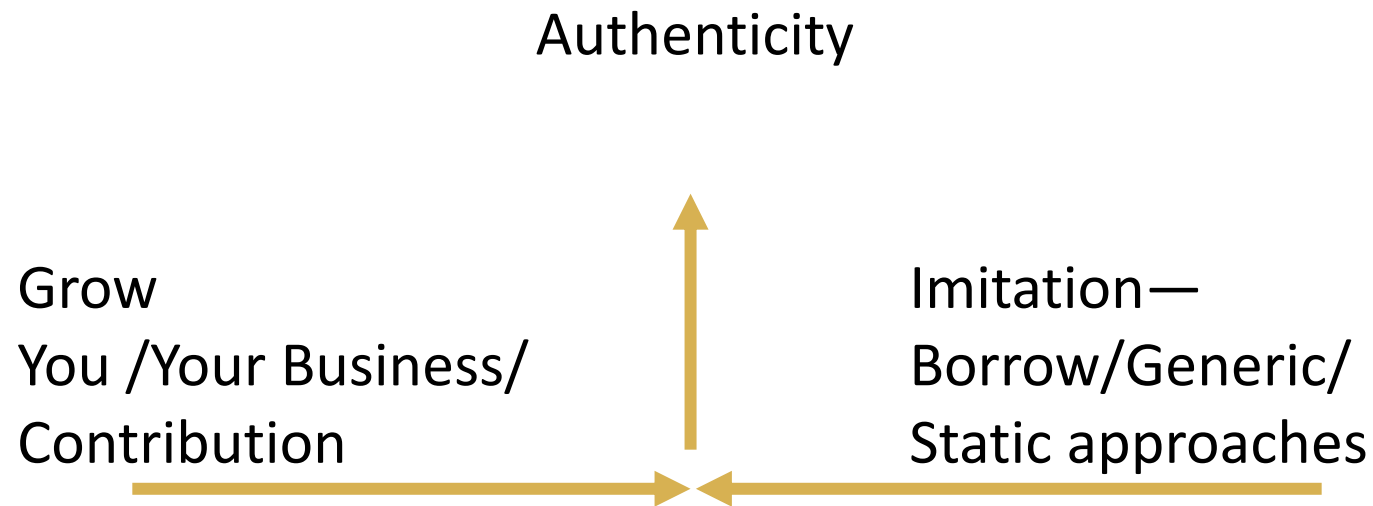
Aspect of a Healthy Business: GROWING A BUSINESS
FROM AUTHENTICITY PRODUCING

1. NEW CAPACITY FOR Beneficiaries TO EVOLVE
2. FINANCIAL EFFECTIVENESS FOR ALL
3. PERSONAL GROWTH FOR YOU AND THEM

OPENING EXERCISE: Regenerating Being

1. Think of a time when you felt you were “in Sync” with a person(s) in spite of challenges? You stayed connected and grounded, even when *perturbated*.
2. How did you manage your inner processing?
3. How do you engage with the outer process that you faced?
4. What is the nodal method to evoke this Experience—On demand?
5. What restraints distracts us from and imperturbable way of being?
5. What is the value of this ableness? How effect growing yourself, business, organization?

Premise: Nodal Idea for Regenerating Being



From Imitative to Authentic

Authenticity is a ***process capability*** to objectively "read" the structure of thinking in ourselves and others and to **match the pattern needed to ensure our mutual successes** in genuine dedication to the greater whole of which we and they are apart.

From Imitation to Authentic

Authenticity gives any endeavor its form and **determines the ground from which it gains its potential**. Authenticity has the following aspects, which are experienced by ourselves and those who are a part of any process. Authenticity exists when:

Three Aspects of Authenticity

Meaning—The quality of our interactions reflects an ability to communicate **more than just the words**. We are able to communicate what is **central in meaning to one another**. We go beyond the facts to **the implication for the persons who are involved and impacted**.

Three Aspects of Authenticity

Wholeness—When we describe a situation, event or any other experiences to others who were not there, **we avoid being partial.**

We strive for conveying and **discovering the whole of the experience**, rather than any portion being excluded to limit others ability to **develop full meaning and implications** for themselves. Nothing is withheld. We speak from **the essence of ourselves.** (represent the same situation in the same way; whole in our thinking)

Three Aspects of Authenticity

Receptivity—We are able **to take into account the other persons and other system's aspirations.** We avoid the tendency to project our feelings and desires onto others and instead consider it part of our responsibility to continually **increase our ability to see through other's eyes,** as a way to increase our understanding

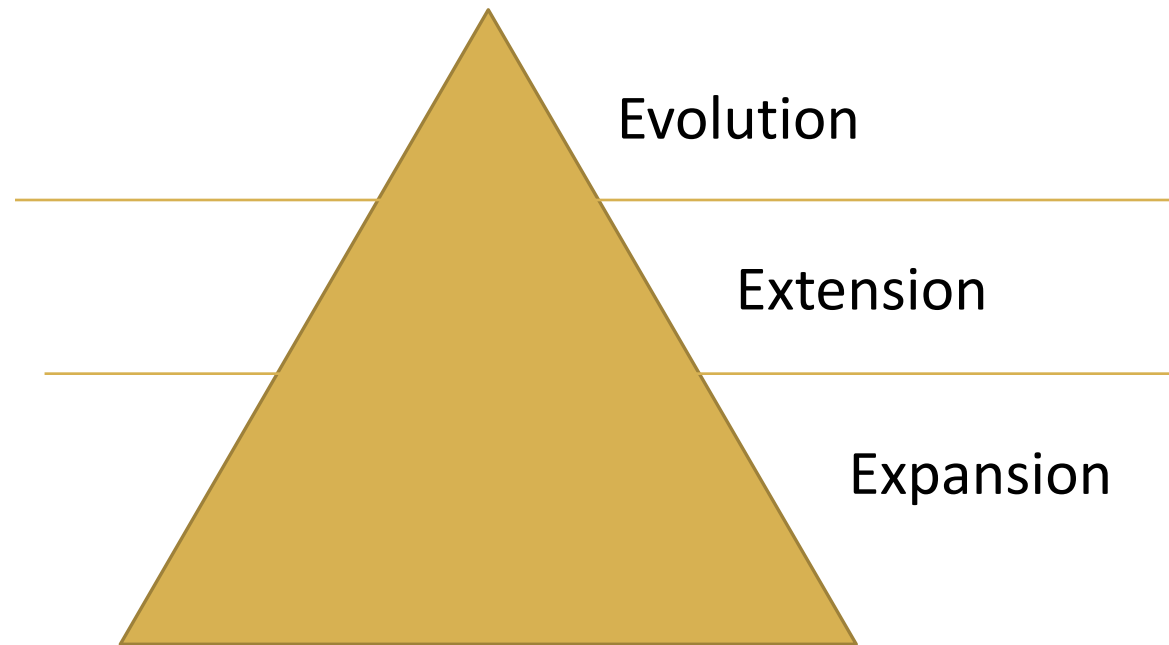
AUTHENTICITY WITH MARKET/AUDIENCE

How does this **relate to several specific customers** you consider representative of your market? Select some that fit and some not? Where authenticity is present and where not?

Where are the restraints that shake our authenticity in each of the situation in each three aspects- wholeness, meaning, receptivity?

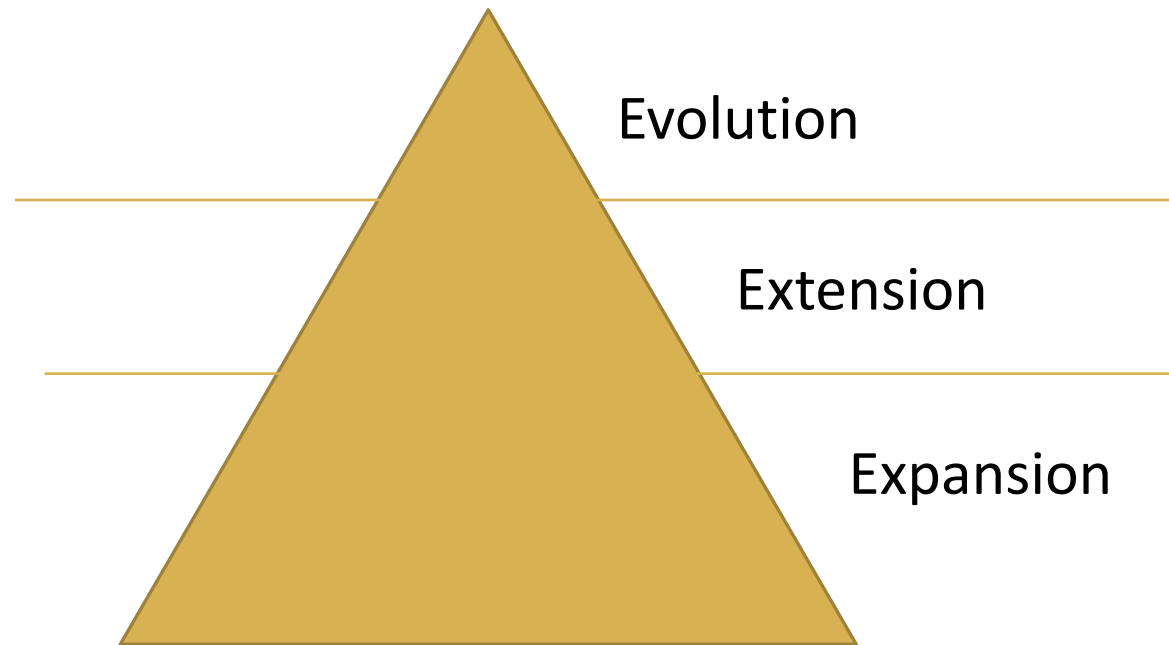
What is the next evolutionary step in engaging with authenticity for yourself? Your offerings? Your contribution?

Three Levels of Growth in Healthy Org.



Three Levels of Growth

Where do you tend to focus in growing your business? Why?



Expansion

The soundness or basis for EXPANSION rests on the ability of the business/organization to **continuously improve the effectiveness of its *value adding processes* and create a way of working that is free of encumbrances**, in persons contributing as well as receiving, therefore being able to **apply themselves to their potential**.

Expansion

The soundness or basis for EXPANSION rests on the ability of the business to continuously improve the effectiveness of its value adding processes and create a way of working that is free of encumbrances in persons contributing and receiving being able to apply themselves to their potential.

1. Where might you improve your value adding process and way of creating your offering?
2. What encumbrances restrain you expanding your offering
3. Where is their more opportunity for 3 aspects of authenticity?

Extension

Grow by EXTENSION **beyond the market buyer nodes currently serving**. Rather than producing a product, we can produce a **system of products**, an offering, with **differentiating characteristics**.

Building on current process capability, develop capability of the providers. Build **distinctive performance capabilities** and/or distinctiveness in qualitative characteristics are required of product offerings. **Providing distinctive advantage to the users**.

Extension- Exercise

Select an offering which you intuitively sense has the potential to extend into new offerings. What objectives or goals would you set or met that are related to your selection of it? What systems are possible?

What new opportunities exist for new beneficiaries, where they can development their own work in the world as a result of you?

What can the offering become and who must you become, singularly, in terms of qualitative characteristics and in terms of what you, and the audience/user can achieve/ How can that improve your margins?

Evolution

EVOLUTION as contrasted to EXTENSION and EXPANSION represents a **change in the form of the product offering** and/or a **change in the form or nature of value adding process**. It provides an opportunity for create, substitute or design alternative (previously not available in the market) with more meaningful, ecofriendly, and more paradigm shifting offers.

Evolution

1. What is being offered by you, or others, that **does not represent the essence potential** for the person(s), their place in the world, the effect on planet and society? Consider **the recreation of a product system that can substitute, replace or evolve a whole existing system**, from one that is a less effective systems to a higher effect and effectiveness?
2. How can you **evolve your own offerings** as an alternative that is evolutionary in terms of its impact and Effects?
3. What **transition is needed** to move from one to the other? What might the **path look like**? What **capability building is needed**?

The Regenerative Women Entrepreneurs Community

April 8, 2020

9 AM- 11:30 AM Pacific Time USA

Always the same Zoom link