

# The Global Business Tipping Point Solution!

A Manifesto for the Next Economic  
Revolution

**The house is on FIRE!  
The alarms are shrieking!  
But no one seems to be listening!**



Thomas R Noon

Turning Your Hopes  
Into Reality!

# True, True, True- But this is **NOT THE END OF THE STORY!**

I scared myself when I first started seeing the statistics- numbers don't lie (well accurate numbers that are fully disclosed with all their implications).

***But, thank heavens; I woke up to a simple solution that can help save all of us who are Business Owners!***

## **The stats:**

- There is a massive shift in the global economy.
- Economic borders are dissolving- money and jobs can go anywhere in the world.
- Employment is tenuous for most of us.
- We can't just go start a small business since- Small businesses fail at alarming rates- over 70% within 10 years.
- Businesses are failing to grow (less than 2% ever get to 100 employees and the government calls any business with less than 500 a "small business"!)

- More businesses closed in the last 7 years than opened (for the first time since the stats have been kept).
- The life expectancy of firms in the Fortune 500 is now less than fifteen years and declining rapidly.
- All these business failures make employment even less sure!

## **Overview:**

**A massive worldwide change is presenting a tremendous opportunity for small business to thrive as never before.** This change will tear down global walls and open up amazing market penetrating options based on a worldwide platform available inexpensively to any small business!

**But the opposite is also true;** not recognizing the massive economic shift taking place will lead to **disastrous consequences** regardless of whether you work for someone else for own a small business or a large enterprise.

## There is a way of turning your **Hopes for a future into Reality!**



# Unprecedented Improvements...

***Unprecedented Improvements have been made globally in the last 50 years!***

Life has been hard since the dawn of time. Until the last hundred or so years, **global lifespan** has been hovering at around 30 or below. Today it is nearing 62! Yes, an unbearable number of children are dying in third world countries, but we have the technology, if properly applied, to change that. Lifespan will continue to grow. In the USA we will live longer than we think and unfortunately, in worse health than we think.

Work has been hard. Making a living is still toil, especially in what we call third world countries.

But knowledge is exploding as is Know How and we already see the easy passing on of Know How to accelerate improvement in lives, both financial and fitness.

## **The Industrial Revolution has skyrocketed worldwide incomes!**

Economic freedom has produced almost unbelievable results. From the dawn of time until the Industrial Revolution the average annual income per person in the world has hovered between \$400 and \$600. This exploded to \$5,200 in 1995 and over \$7,000 today (all in today's dollar terms).

## **The same thing is about to happen from this new Global Business Tipping Point!**

The SAAS (**S**oftware **A**s **A** Service) Revolution is at the tipping point and ready to produce even bigger results!

That is why large online and software powerhouses like Microsoft and Apple are changing their economic models as we speak. But....

They are big ships and they turn slowly. Small business has an amazing chance to participate in this new Revolution, like never before.

In the Industrial Revolution, capital was required to participate; Hence the word "Capitalism". Capital was needed for factory and other tangible resources. You either had Capital or had to accumulate it, so that led to slow growth.

## **Change Coming of Biblical Proportions**

The Bible in the book of Daniel tells us in the end times knowledge will increase. We are seeing that happen before our eyes. And the

increase in knowledge is accelerating and will continue to accelerate.

## The New Tipping Point

The new tipping point is that the phenomenal aspect of 'Moore's Law' is happening to server cost and bandwidth. Both are dropping drastically allowing a very low cost of entry into the online world.

**Per Wikipedia, Moore's law** is the observation that over the history of computing hardware, the number of transistors on integrated circuits doubles approximately every two years. The

capabilities of many digital electronic devices are strongly linked to Moore's law: processing speed, memory capacity, sensors and even the number and size of pixels in digital cameras. All of these are improving at (roughly) exponential rates as well. This exponential improvement has dramatically enhanced the impact of digital electronics in nearly every segment of the world economy. Moore's law describes a driving force of technological and social change in the late 20th and early 21st centuries.

So the SAAS Revolution will actually become a forerunner to the true Next Revolution, the...



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# The Knowledge Revolution...

*Knowledge that is **useable by anyone** is about to explode as never before seen since the dawn of Mankind!*

In business, we have an old term for this called- Intellectual Property (IP). And we know that IP is an asset.

## Evidence of the Knowledge Revolution

The geeks are taking over. Facebook grew from a thought bumping against understanding (knowledge) to create a social network site. That online manifestation of community exploded almost overnight and created mind-boggling company value in a few short years. What took Microsoft in the industrial revolution (actually in the intersection of the Industrial Revolution and the front wave of the Knowledge Revolution because Microsoft reached these levels of Value much quicker than the old IR companies like GE, and Standard Oil) 15 years to achieve, **Facebook did in three years**. The next Facebook may create this kind of value almost overnight!

## Capitalism will become Neuralism

Brains will rule over brawn (hard tangible stuff) like never before. Knowledge turned to wisdom mixed with creativity and forward strategic thinking will become the Capitalism of the future; **Neuralism**.

## New vital ideas turned quickly to business through Neuralism

Neural relates not only to the neurons in the Brain but to the entire neural network in the body and has come to mean neural networks in the computer world.

## The Facebooks of the Future will give the Microsofts and GEs Whiplash

Facebook was started in a dorm room in 2004 and Business Week valued it at \$2 billion only 2 years later in 2006. It went public in 2012 at the ripe old age of 8 with a market valuation of over \$100 billion!

Microsoft was formed in 1975 and 11 years later in 1986 went public with a market valuation of \$622 million. At the close of the century Microsoft was the Market leader in valuation at \$583 Billion; GE, the only remaining original member of the initial Dow Jones Industrial average in 1886 was number 2 at \$504 Billion. Today GE is worth \$243 Billion, Microsoft \$233 Billion and Facebook \$64 Billion.

Apple is an interesting mix of Industrial Revolution and Knowledge Revolution, still tied

to manufacturing; it has morphed toward the new online technology by embracing digital delivery of content. Born shortly after Microsoft in 1976, it had an IPO in 1980 after Microsoft at a valuation of \$1.8 Billion. Apple was a sluggard relative to Microsoft and didn't break the top 10 in Market value until 2009 but rapidly grew to the top spot in 2012 at \$626 Billion. It rests at \$406 Billion today comfortably in front of both Microsoft and GE.

Frankly these numbers are so big it is hard to wrap our heads around them, and these are

clearly market leaders and winners. But they do represent the general trend from the old economy to the new economy and shows the speed in value creation possible in the new Knowledge Revolution.

Uber the Mobile Ride Request Company was founded in 2009 and was worth an estimated \$62.5 Billion by late 2015.

This shows the amazing **value velocity** of the coming Knowledge Revolution.



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# The Wealth of Nations...

*The 'Wealth of Nations' has turned to the 'Wealth of Individuals'*

## **US economic freedom index drops from 4 in 1995 to 10th in 2012**

Implementing freedom for business, Nations have prospered and have created national boundaries and barriers to protect their governmental bureaucracies. The inherent political trend to 'steal from the rich' and give to the poor to garner votes to enhance their power is resulting in a curious trend away from freedom for business to control over business and then freedom begins moving business to new geographic areas.

The new economy will push through national borders and create a truly free global economy that sits on top of the old economy and will over time begin replacing it.

## **A New Age is Dawning**

In the Industrial Revolution, teams, departments, multiple leaders and managers were required along with serious 'capital'. But now, someone with a great idea and very little 'capital' can create the next \$Billion company very quickly. As we see with Uber, this has

already been proven, and some significant number of people will create smaller versions of this success!

## **Social media expands but leads to personal isolation**

**Social media** is exploding but it is leading to more and more social isolation, the natural outcome of meeting and talking to people in a non-personal environment, on the screen, not face to face.

67% of communication is nonverbal! We lose that with screens and even phones, most nonverbal communication is visual.

This is creating a society that communicates more but gets less nourishment relationally (like a food junky eating empty calories and getting fat, lazy and sick). So social diets and changed behavior are coming -- people will feel this isolation and mechanisms will explode to correct the feelings of isolation. We see the early responses such as web based webinars now with video not just audio- lower pipeline costs are allowing this breakthrough.

A man of many companions may come to ruin, but  
there is a friend who sticks closer than a brother

Prov. 27 : 10

A few good friends are worth more than many superficial ones! Jesus accomplished little with the masses, but changed the world with the 12!

### **Neuralism and Creativity- Getting outside the BOX**

Tom Noon adds, when we started the Sona Med Spa business, if you would have asked a doctor, "Can a businessman own a medical practice?"

The answer would have been, "No!"

We did just that. Laser hair removal is a medical procedure. We did not do Laser hair removal like the doctors were doing it. And we learned how to have a businessman own the business that did Laser Hair removal. We creatively figured out how to comply with medical rules and regulations to offer clients much more for much less. The business took off!

Then when we pioneered the MedSpa as a franchise industry, we did not do franchising like other Franchisors. We actually began making money right away instead of after many locations were set up and a royalty stream coming in. We had to because we had no 'CAPITAL' but we did have our 'BRAINS' and CREATVITY' or NEURALISM!

Across the world and all business, almost all disruptions to an industry come from outside the industry because the longer inside an industry the harder the walls built in the mind are to tear down.

In the Knowledge Revolution(KR), Neuralism is the centerpiece. Know-How and Best Practices will constantly be stretched to new limits. Mass assembly will move off the industrial line that requires large amounts of capital and the manufacturing model will be replaced by the publishing and service model.

Large margins will come from the edges of creativity and small margins will attribute to the capital intensive manufacturing commodity industries.

Unless the manufacturing industries embrace Neuralism! So we see televisions, which are manufacturing industry carry overs, embracing new and creative technology to get better and bigger for less. Computer manufacturing margins have plummeted, while computing power has skyrocketed. The Neuralism side has given the Capitalism, manufacturing side its only chance for success.

### **Free Enterprise vs Capitalism**

These two terms are not synonyms. Capitalism, the application of Capital into a business environment is fueled by Free Enterprise. Free Enterprise is the taking away of barriers to individual and organizational success put into place by Government.

Free Enterprise is still alive and well. It is the antithesis of Government bureaucracy and redistribution of wealth mentalities that have sprouted up around the world, even in our own country.

Free Enterprise is still alive and well under the Knowledge Revolution and Neuralism because at its basic foundation is how God created us all.

## Capitalism

“Economic system in which most of the means of production are privately owned, and production is guided and income distributed largely through the operation of markets.”

Capitalism has been dominant in the Western world since the end of mercantilism. It was fostered by the Reformation, which sanctioned hard work and frugality, and by the rise of industry during the Industrial Revolution, especially the English textile industry (16th–18th centuries). Unlike earlier systems, capitalism used the excess of production over consumption to enlarge productive capacity rather than investing it in economically unproductive enterprises such as palaces or cathedrals. The strong national states of the mercantilist era provided the social conditions, such as uniform monetary systems and legal codes, necessary for the rise of capitalism.

## Free Enterprise, Investopedia

“An economic system where few restrictions are placed on business activities and ownership. In this system, governments generally have minimal ownership of enterprises in the

market place. This system aims for limited restrictions on trade and minimal government intervention.”

The free enterprise movement started in the 1700s, when many individuals were restricted from starting and owning their own business without the permission of the government. The movement looked to reduce ownership and other related restrictions, such as how one should operate their business and who they were allowed to trade with.

## The Effects of Free Enterprise on the Good of Man

From the dawn of time until the Industrial Revolution (IR) the average annual income per person in the world has hovered between \$400 and \$600. This exploded to \$5,200 in 1995 and over \$7,000 today (all in today's dollar terms). The **IR** sparked the start of this growth and the **KR** has added to the momentum. From 1820 to 1995 the average income jumped almost 8 times while the population increased 5 times. **So the total income jumped 5 times 8 or an amazing 40 times!**

Even more relevant to the **KR** is average life expectancies. Through the early 20th century reaching back into recorded time the average world-wide life expectancy has hovered around 30. Today it stands at 62.

We are within eye shot of eradication of poverty and significantly extended life expectancy.

A few good friends are worth more than many superficial ones! Jesus accomplished little with the masses, but changed the world with the 12!

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# 4

## The Knowledge Revolution (KR) is Here

*Knowledge = Information + Usability + Experience*

Revolutions don't occur every day but it is profitable to consider the series of major revolutions that have driven profound socioeconomic and cultural change over the last 400+ years. Each of these revolutions had major socioeconomic impacts and they build upon the foundation of the earlier Revolutions to make sure each one has a greater impact than the previous one.

### **Scientific Revolution** (16th-18th centuries)

The scientific revolution was the emergence of modern science during the early modern period, when developments in mathematics, physics, astronomy, biology, medicine, and chemistry transformed views of society and nature. Although this is still having major impact under the guise of later Revolutions, it embraced thinking differently, questioning assumptions was accepted, developed processes for evaluating ideas and the scientific method was crystalized.

**Agricultural Revolution** (15th- 18th centuries) began by moving people off the farm and combined land to amass larger production area so that excess produce could be produced and sold, created value for land based on productivity, and helped ignite the Industrial

Revolution. The major fuel was the freedom to amass land by a larger section of population.

### **Industrial Revolution** (18th-20th centuries)

It included major changes in manufacturing, transportation, and technology driving new levels of productivity and growth, capital became important to drive value creation.

### **Information Revolution** (20th century -

ongoing) The growing economic, social and technological role of information - improved access, decision making power, managerial techniques, and reducing time to reinvent and pivot.

The Information Revolution was largely about creating and organizing data. Technology rapidly evolved to create and capture more and more data, in many new and different forms. Data storage demands profoundly increased. Once data was collected, it was fed into analytic processes to output information used in making decisions. A simplified view of the Information Revolution may look something like:

**Information = Data + Analysis**

In essence, every company is involved in the production, collection, processing, exchange,

distribution, and control of data. For the last 500 years, business models have been trained by tools to reduce the burden of manual processes, by process improvements to squeeze out efficiency, by management techniques to optimize efficiency and by technology to expand the possible; collectively improving our ability to better organize data into information.

This has created a tremendous amount of change and each of these approaches remains a major component to successfully competing in today's market. However, as our world becomes more mobile, interactive, and personal the technology and process behind many information strategies need to go several steps further. This transformation is truly driving a new revolution in many cases. A revolution in the way, location, and with whom we do business.

According to Wikipedia, the concept of the **Knowledge Revolution** was first described in 1980 by Marilyn Ferguson, an American author and editor. The idea has been expounded upon by others over time to land on the current description as:

*"The revolution is about a fundamental socioeconomic change from adding value by producing things which is, ultimately limited, to adding value by creating and using knowledge which can grow indefinitely. The nature of the final form of the revolution is not yet known, but it will be very different from the industrial society from which it emerged."*

**Fueling the Knowledge Revolution.** Several movements are maturing that may be combining to support and provide better definition to some of the earlier theories around the Knowledge Revolution. Plus, Possibly adding definition to the final form of the Knowledge Revolution.

- technology is more readily available which allows for increased distribution, improved timeliness, and increased efficiency in creating and collecting information.
- the shift to demand away from supply economies is altering the orientation from make/ship/solicit feedback to beginning with demand, identifying the user's needs and adjusting business model's as needed.
- globalization and increased competition are commoditizing many products and services, placing an increased emphasis on adding value through additional knowledge-based services.
- market conditions demand efficiency, and efficiency in a services-based world is driven by knowledge.
- a basic comfort level with social networking is in place opening people's minds to what's possible, the value from knowledge sharing (even sharing work in progress), opening doors to user-generated content, and creating a broader culture of adoption.

Looking at the past revolutions mentioned above, there isn't a clean break from one Revolution to another but instead a significant overlap and transition period. And it would be presumptuous to think the Information Revolution has ended, which is surely not the case. The Knowledge Revolution is about the usability of information and the experience of interacting with information. Data is turned into information, which is transformed into content of a larger experience. Usability takes experience a step further to extend the lifespan of that knowledge. Some have also dubbed this the "Age of Usability". An extended version of the Information formula above might look like:

**Knowledge = Information + Usability + Experience**

Regardless of which sector a company operates in - technology vs. consumer staples vs. financial vs. energy - a convergence of business model is rapidly occurring which is often going unnoticed. Said differently, many

traditional business processes are showing signs of transformation and convergence, such as billing/marketing/advertising/customer service into topics such as Customer Experience. Customer Experience is largely a topic based on knowledge. Every business has a fundamental need for faster, more timely, more relevant knowledge - not just information. Whether the need for greater knowledge is utilized for shifting to a services economy, embracing user-generated content, or extending customer touch points to mobile mediums. Companies that understand the combination of information, usability, and experience are

completing the knowledge equation - and are being highly rewarded.

Embracing the Knowledge Revolution will require leaps in Paradigms and embracing new skill sets in addition to those of the information age. It will involve many less tangible components and seemingly fuzzy topics such as experience and usability. However, embracing the transformational opportunities of the Knowledge Revolution will surely have its tangible benefits to companies willing and able to embrace change and accept some level of implied ambiguity.

Knowledge = Information + Usability + Experience



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# Our Economic Environment...

*Our Economic Environment is in the Middle of a major Paradigm Shift!*

**Not only are small business in a crisis:**

- 71% of all startups are out of business within 10 years.
- More businesses have shut their doors than opened in the last 7 years (first time since records were kept)
- Few businesses ever grow – less than 2% reach 100 employees

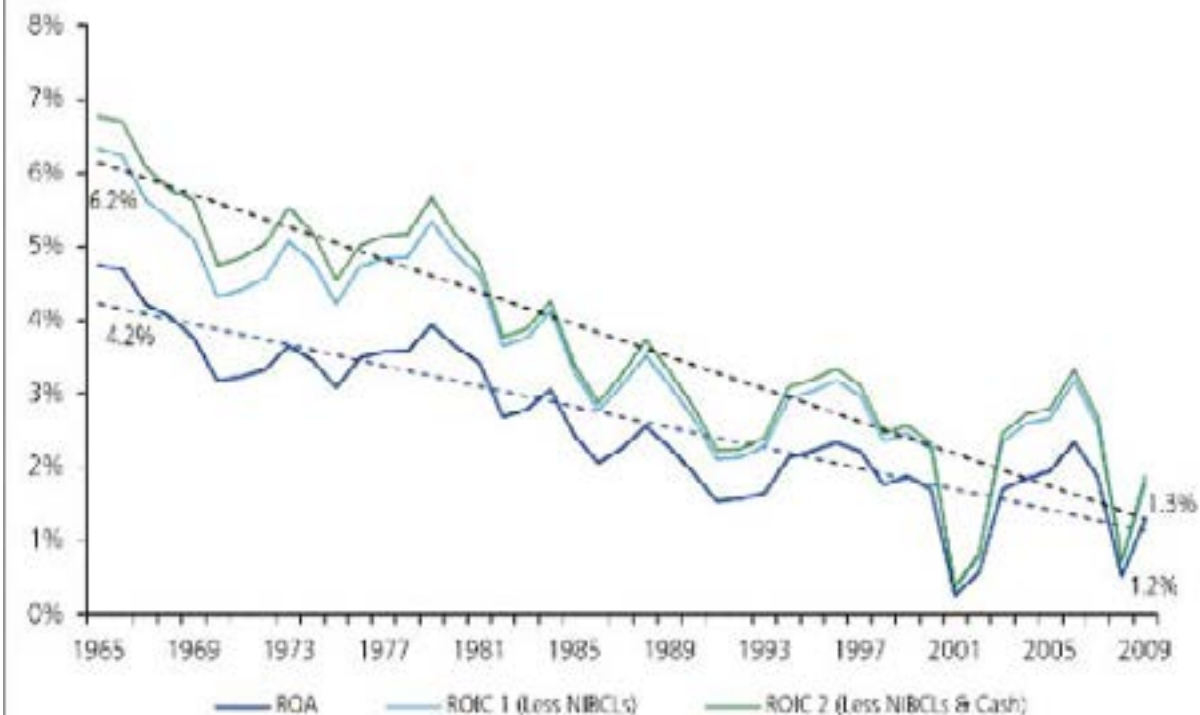
**But so are larger enterprises:**

Deloitte's Center for the Edge which shows that the rates of return on assets and on invested capital for 20,000 US firms from 1965 to 2011 have been steadily falling for the last half century.

The shift entails a different way of treating people: a shift from a world in which people are manipulated as things (resources, eyeballs, demand) to a world in which people are interacted with as human beings.



Exhibit 6: Economy-wide Return on Invested Capital (ROIC) (1965-2009)



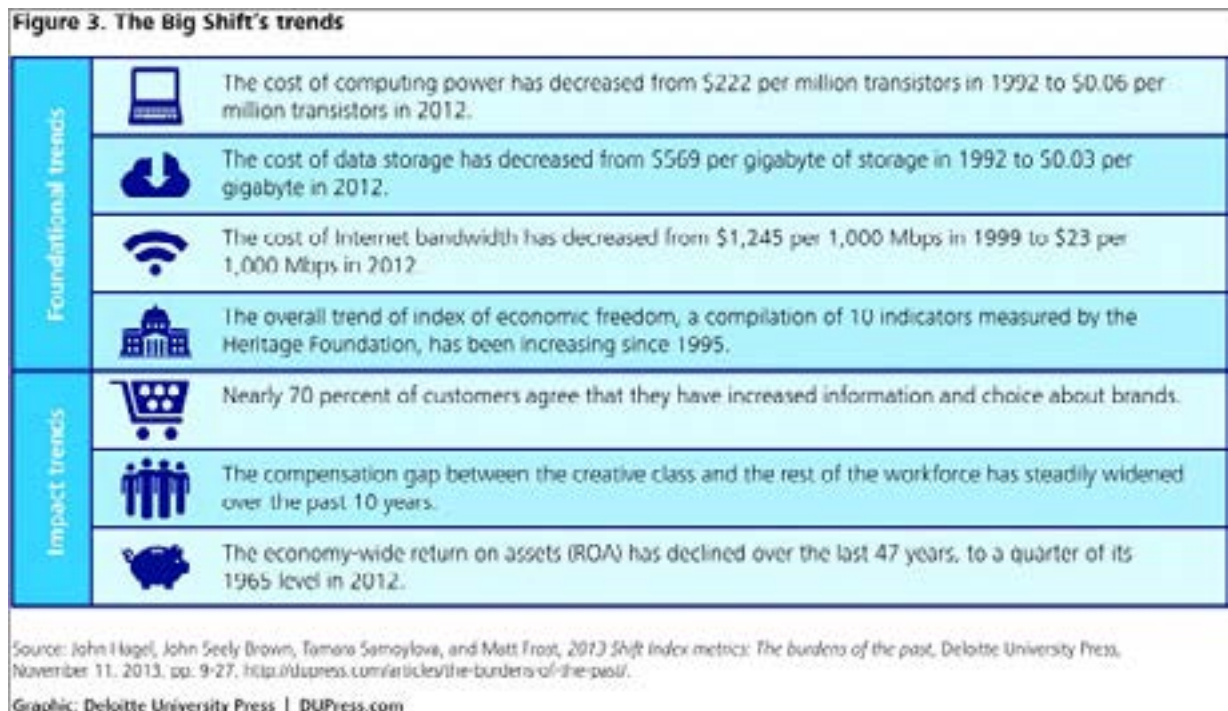
Source: Compustat, Deloitte analysis

The graphic shows that something has gone terribly wrong with the US private sector—the supposed engine of economic growth and the supposed creators of jobs. When the best firms have rates of return on assets or on invested capital of, on average, just over one percent, we have a *leadership catastrophe* on our hands. An ROA of just over one percent means that *firms are dying faster and faster: the life expectancy of firms in the Fortune 500 is now less than fifteen years and declining rapidly.*

Some of the trends impacting the shift in power to the buyer from the seller is a knowledge explosion fueled by some big shifts

## Why MANAGEMENT doesn't work any more

One principal cause of the erosion in returns is the Paradigm Shift in power in the marketplace from seller to buyer. The gains in efficiency that firms made over the period have been more than consumed the erosion in margins. As a result of globalization and the Internet, customers and clients have more options and instant access to reliable information about those options. Hence firms that revolve around the boss with a dynamic of control and a principal goal of ever greater efficiency have been finding it more and more difficult to make money.



## Move away from MANAGEMENT to Servant LEADERSHIP

The revolutionaries have examined the changes that are needed (Paradigm Shifts): changes in the goal of the organization (adding value to customers), the role of managers (nurturing self-organizing teams), the way work is coordinated (dynamic linking), the values of the firm (transparency, continuous improvement, sustainability) and the changes in communications (from vertical commands to horizontal conversations). When fully articulated and integrated, the changes amount to more than a minor tweak to the prevailing paradigm. They amount to a different ecosystem of management.

### This is a movement away from Entrepreneurship to Enterprising

Firms implementing the new paradigms can be found in software, hardware, auto manufacture, clothing, industrial repairs, constructing houses and indeed in virtually every kind of business and organization. Prominent exemplars of the new paradigms include the Steve Jobs regime at Apple [AAPL], Amazon [AMZN] and Salesforce [CRM], although even these firms do not fully implement all the principles of the new paradigms.

The shift entails a different way of treating people: a shift from a world in which people are manipulated as things (resources, eyeballs, demand) to a world in which people are interacted with as human beings.

But even more important is the fact that the emerging paradigms make more money. Servant Leadership thinking has been around for ninety years and it hasn't really entered the mainstream because it is perceived to cost more money. What will drive the change towards the new paradigm is the exponential growth in profitability.

The paradox of the new leadership paradigms is that although it doesn't focus on making money, it ends up making a lot more money than those firms that do focus explicitly on making money.



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# The Power of a Paradigm

*What is it? Why should I care?*

**To Survive and Succeed in the new Economy, major Paradigm shifts need to be made.**

In 1962, Thomas Kuhn wrote *The Structure of Scientific Revolutions*, and fathered, defined and popularized the concept of “Paradigm Shift”. Kuhn argues that scientific advancement is not evolutionary, but rather is a “series of peaceful interludes punctuated by intellectually violent revolutions”, and in those revolutions “one conceptual world view is replaced by another”.

Think of a Paradigm Shift as a change from one way of thinking to another. It’s a revolution, a transformation, a sort of metamorphosis. It just does not happen, but rather it is driven by agents of change.

And when a Paradigm shift happens huge benefits can accrue, much more than evolutionary change from a continuous improvement process. Thinking fuels emotions and emotions fuel action. Bold new frontiers begin to open up. Heroic Hopes begin to seem more feasible.

Agents of change typically help create a paradigm shift; like, Johann Gutenberg’s invention in

the 1440’s of movable type. With the invention of the printing press, books became readily available, smaller and easier to handle and cheap to purchase. Masses of people acquired direct access to the scriptures and other knowledge. The world came out of the dark ages and scientific knowledge began to explode.

Other examples of fundamental changes in society’s view of how things work in the world:

- the shift from earth to sun as the center of solar system,
- ‘humors’ to microbes as causes of disease,
- heart to brain as the seat of thinking and feeling.

Each fueled major improvements in society.

Since Kuhn’s time Paradigm Shift has expanded to explain other social world views including business.

A paradigm (pronounced pair-a-dime) is a perception or a group of ideas about how things should be done, made, or thought about. In other words, it's your perspective on the world, your point of view, or your beliefs about what's true. A paradigm shift occurs whenever there's a significant change in the way an individual or a group perceives something, and the old paradigm is replaced by a new way of thinking, or a new belief.

Individuals have their own paradigms, or lenses through which they view the world. Corporations and other organizations also have paradigms regarding the methods by which they believe their goals will best be accomplished. Likewise, cultural communities have paradigms that include their sets of beliefs about themselves, about others, and about the world.

**Changing any Paradigm can fuel a major improvement.**

**My Story:**



I started my career out of Iowa State University as a CPA for one of the then BIG 8 International CPA firms. I was the top student in my class, so I thought this career was a given track to success. I was wrong!

The wine and dine recruiting turned into reality real fast. The other 4 recruits that started with me were all the top students in their class too. And I saw that in two years the "group" tended to dwindle in half. And then 2 years later dwindle to half again.

I worked hard and put my head down to please those I reported to. But, I was failing; I didn't get the first promotion with the rest of my class in 18 months.

Not looking good for the home team! You see, I grew up in a poor neighborhood and my dad worked in a brick plant. It was the early 70's and bad taste in clothes was rampant. I was wearing loud polyester suits with patent leather shoes. Then I read a life changing book, "Dress for Success."

**The Paradigm Shift happened**, I was dressing in such a way that my performance was not being seen, only my clothes. Perceptions were becoming reality. So overnight I began wearing dark blue 3 piece suits with white shirts and red or yellow ties. One of the partners did not recognize me at first sight in an airport.

I made Manager in the office before any of the rest of my class just 3 years later. The way I dressed helped the perception of those around me, but also helped me feel better about myself. I had more confidence.

The Paradigm Shift put me on a different, a better road toward success.

## **Changing Paradigm (Thinking) to Changed Emotions, to Changed Actions**

TFA is a little talked about but inherently true human characteristic. How we **Think** determines our **Emotions** and fuels our **Actions**. Einstein is credited with the statement, "the definition of insanity is doing the same thing over and over and expecting a different result!"

So if we want a different result we need to **CHANGE**. Change requires doing something differently, which requires changing emotions, which in turn requires changing how we **THINK**!

The power of a positive change in thinking (Paradigm) is immense for our well-being and success in all areas of life.

Catalyst Cohorts is a peer to peer CEO group that has pulled together a list of proven Paradigms needed to radically alter the course of our lives in operating as Leaders of organizations.

## **Here is Catalyst Cohorts list of 9 Paradigms for Great Servant Leaders:**

- ***The E Conundrum- What got you here won't get you THERE!***
- ***Building Alignment - Lead your Leadership Team around your Culture***
- ***TFA - Controlling the battlefield of the MIND***
- ***Reactive vs Purposeful Behavior- Making Great Choices***
- ***Attraction to Disruptive Innovation and Transformation***
- ***Caring Accountability***
- ***Enriching the Lives of all Stakeholders- Service and Stewardship***
- ***Think Win-Win-Win***
- ***Life in Balance***

Catalyst Cohorts and its Leadership & Leaders (L4L) academy Provides training on these Paradigms one by one to help its Members capture the new Thinking required to flourish in business and life.

Not only do Paradigms need to change; how business leaders interact needs a major overhaul.

People have innate motivations to have honest conversations with people we trust. It's built into our DNA.

Who do we talk to when we face difficult decisions or even have great joy or sorrow in our lives?

The challenges we all face have exploded as never before in complexity and confusion and are so huge that we cannot rely only on ourselves or the general community at large or our organizations to assure we stay on track and offer support.

We need a small trusted group of people we can share the intimate details of our lives with and who care about us and in whom we can trust; a small group who can share our happiness, sadness, hopes, fears, beliefs, values, and convictions.

Bill George in preparation for his book "True North" reviewed transcripts from 125 leaders and determined one of the keys to sustaining leadership is having a trusted support team. It is one of the most important things people can do to stay grounded and increase in the critical leadership skill of self-awareness.

The paradox of our individualistic society is as we spend more and more time in organizations which are getting more impersonal, we feel ever increasing need for in depth, authentic, open relationships. Left ever more to ourselves, with no counsel or advice, it is harder to be self-aware and we become prone to bad decisions.

The bottom line is people yearn for friendships with people they can trust and admire! Catalyst Cohorts, was built to become a safe haven. Differences in beliefs and backgrounds enrich the counsel and mentoring from Member to Member.

Catalyst Cohorts become a safe haven



Catalyst Cohorts will go over these 9 Paradigms one by one to help you capture the new Thinking required to flourish in business and life.



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