

ROBIN WHEELER

CONSULTANT · SPEAKER · AUTHOR · WRITER · MUSICIAN



Being Yourself for a Living (and Thriving in the New Economy)

by Robin Wheeler

We all want to thrive and make our living by being ourselves. Well, the time has come!

It should be the most natural thing, to be who you are, to be needed and valued for it in business and society, and to make a living from it. And in a way it is, but sometimes the most natural takes a bit of ingenuity to get flowing.

For starters, who you are is not simple, it is an journey of discovery. The world within has infinite depths. Also, the world around us is constantly changing and evolving, faster than ever before, and being of effective service in it is an ongoing challenge and growth experience.

To get going with the optimal way of living and doing business means a new stance towards your personal brand, the world around you, and how you manage the relationship between the two. Fortunately, circumstances have never before been so primed for this to happen. The new economy is the perfect place to be yourself for a living.

In fact, in the new economy you have to be yourself for a living to survive. You have to thrive! For the first time in history, we no longer have the choice to make the most of our lives through our jobs, we simply have to. The time has come to add optimal value, and be fulfilled and successful in the truest sense.

Big Picture: What is happening?

In the twentieth century you had to fit in, in the twenty first century you have to be unique. In the past you had to conform, now you have to innovate. Before you had to do what you were told by a dense organisational structure, now you have to lead the way in the flexible and constantly changing context you find yourself in.

You have to look at the big picture all the time and work out how to proceed, whereas before someone else made strategic decisions for you. So now you have more freedom, which comes with more responsibility. Being yourself for a living doesn't come cheap!

Of course, it is a price worth paying. Living to the full through your work and having empowered people working with you in your organisation is how it should be. Anything less is a sad compromise. Anything less is also not sustainable, and sustainability is now critical.

Human, organizational and societal evolution are the only way we are going to save the planet and satisfactorily manage the human race. Individuals and businesses are the primary points of growth and the accountability is ours. If we grow in consciousness, we grow in intelligence and the crisis becomes the greatest prospering yet seen on earth. We must do it!

Strategic Changes

- Work has shifted from a mechanical model to a human model, so we no longer need to work like machines and must bring our individual qualities to what we do.
- Organisations are no longer designed based on the rigid, multi-layered military model of the past, they are flatter and rapidly changing organisms.
- Businesses and the world at large are forced to face environmental and global issues as part of their modus operandi, first for the survival of the planet, and second for the evolution of their commodities based on shifting consumer needs and expectations.
- Individuals working in organisations are expecting more and more from their careers, as they are awakening spiritually and wanting fulfillment and growth.
- Uncertainty prevails, as does opportunity, so an employee mentality is outdated and entrepreneurial approach to work is now fitting.
- Commodities are changing from things to experiences and providing them to customers is forcing businesses to develop the human touch.

Immediate Picture: Who are you?

The place to start the change is with yourself. No progress can be affected anywhere until you handle your own interiority. So the age-old question applies more than ever: Who are you? Ask yourself that in all you do. And, answer that with all you do, too. This will strengthen you significantly and make you an altogether more powerful contributor.

An obedient employee is no longer of any use to a business, we need enterprising value-adders. The way to be one is to know yourself and align this with the business vision, which in turn needs to be aligned with the evolution of the human race.

With this comes a significant shift from a competitive model to a collaborative one. Instead of thinking win/lose, you will be living a win/win. You will be living proof of the interdependence required for realising true wealth for all stakeholders.

Response: How do you be yourself for a living?

They key is in how you respond. Response is in the moment, new and appropriate to what is happening right now. Reaction is old and derived from past patterns, usually adopted from other people. Response is totally yours.

In the new economy, best practices are more of a hindrance than a help because you don't want to prescribe behavior that can only be outdated by the time you prescribe it. You want discerning people in touch with their intelligence and exercising it on the job.

If you have rules, regulations and policies you will have the bureaucracy associated with them, the lethargy they produce in performers, and the cost of developing and trying to enforce them. No, you want innovative, enterprising and responsive people. You want to grow your unique selling proposition by being in the moment, responding in the now.

Here are some introductory methods for responding well:

- Accept yourself, trust who you are and why you are here, and drop trying to be someone else or even like someone else. Authenticity comes from within and contains all you need to flourish and add your unique value. Emulating external models, no matter who those people have been, keeps you superficial and ineffective.
- From a position of acceptance, realize your potential. Express yourself confidently and bring your talents to your work.
- Align who you are with what you do and stay in the sweet spot where your role in the company is fitting with your contribution as a growing person. Align your personal purpose with organizational vision and strategy.
- See your career as a journey and be guided by deeper meaning through the ups and downs.
- Learn as a way of life.
- Be entrepreneurial by seeing difficulties as opportunities and operating responsibly and innovatively, as if you are in your own business.
- Take leaps of faith to get going and continually shift out of the inevitable comfort zones that arise.
- Trust yourself and your intelligence.
- Manage the creative tension between opposites and capitalise on the edge that gives you. It takes an understanding of how process works rather than problem/solution mentality.

Conclusion?

The bottom line here is that we are living through a paradigm shift of unprecedented magnitude and significance. This explains the stress we are feeling. It also explains the privilege at our fingertips!

We all have to shift out of the past and future and into the present, out of our heads into our hearts, souls and heads, into our whole being. The move is towards greater overall intelligence. So this is not a conclusion at all, it is a beginning.

Business needs to awaken to the people in and around it, and the people in and around business need to awaken to their inner call and the pressing global issues.

The time is here for everyone to be ourselves for a living! It's what we all want to do, what we all have to do, and, although sometimes difficult to see, what we are all doing.

Now is the time to grow up as individuals, organisations and the human race, and to realize true wealth.

About the Author

Robin Wheeler is leading business thinker, writer, international speaker, and founder of consultancy BEntrepreneurING. His special interest is helping businesses thrive in the new economy by helping people in them be themselves for a living. He is also an author and a musician, the drummer in The Black Hotels.

Being yourself for a living is an intelligent response to the changes in people, industry and the world generally. It is an existential shift from thinking to being that brings an awakening for the individual and the business, and a leap in quality of service to customers.

Robin has a number of keynote talks, including 'The A-Z of Being Yourself For A Living', that facilitate a shift and inspire growth at all organizational levels. Using his unique B3 Technology™, he also runs business building projects in corporations to align personal purpose with organizational vision, awaken internal entrepreneurship, mobilize latent wisdom, develop future business competencies and build brands.

Robin's acclaimed latest book INSIGHTS, containing 55 insights to awaken your spirit and boost your business, is available in book stores countrywide.