

A Genius Environment video transcript

In this video I want to focus on three areas of the organization that need to be tended in order for genius to take root and flourish. One is clarity of purpose, the second is group dynamics, and the third I'll talk about in this video is the company environment.

Let's start with **clarity of purpose**. Any time you get a group of people together you want to be sure you have the right people in the room. It's fine in an organization to mix group's up, depending on the purpose of the group.

- What are you there to do?
- Are you there to look at a potential vision of what's possible within the organization?
- Are you there to clarify your message and make it memorable?
- Are you there to make sure that every single person in the company knows how they are related directly to the accomplishment of the mission of your organization?
- Are you there to talk about how you can foster greater creativity throughout the entire organization?
- Are you there to solve a specific problem?
- Are you there to tackle a challenge that has not yet been figured out?
- Are you there to identify what the right framing or right question is in order to take an organizational evolutionary leap?
- Are you there to look at new products and services?

Clarity of purpose is essential in creating a good outcome for any group.

Now let's look at **group dynamics**. This is where the stillpoint discussed in video #1 is directly relevant.

- Is there a high level of trust in your group?
- Does everyone get as much time as is needed when you're working on a challenge together?
- Does anyone hijack the group?
- Is there a high level of risk-taking? Are you willing to try 10 things so that one of them can hit the 'motherlode'?
- Is everyone valued?
- Is diversity celebrated?
- Do you enjoy being together?
- Is there laughter and joy?

Now let's talk about the **company environment**.

- Is the infrastructure designed for genius?
- Are job descriptions written to allow creativity for individual passion projects?
- Is your success tied to a greater good?

- How's your leadership style, as a culture? Do you have a light touch, operating more as a coach, encouraging, inspiring and facilitating the brilliance in each and every one of the people you directly work with?
- Do you offer ongoing development, learning and exploration that keeps people alive and excited about what they are doing every day on the job?
- Is creativity encouraged?
- Do you encourage risk-taking?

In our next video we are going to look at the simple 1-2-3 pathway for getting started with us. So you can learn enough so you can make a discerning decision about whether or not you want to work with us. We value your time. Please know that. We value our own time as well.