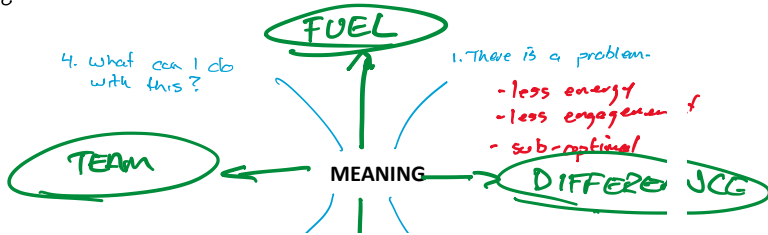


Making Meaning Matter

Tuesday, March 26, 2019 11:28 AM

we'll find out if
what does this have
to do with me?
I promise we'll
answer this
What is a meaningful
practice?
Absolutely
Is "meaningful"
profitable?
How will
help my
sales?
- I'll show
it's cool.
Who covers?
No one, until they do.
What's the
Plenty!
You're too busy
not to
I'm too busy
for that
crap?
How would I know of
I have one?
We'll talk that
through.
Is this
therapy?
- heck no!
Do people really
think about
this stuff?
- they do, but
rarely
Is this for me
or my clients?
- both, and
more
Will my
team
im
w
probably
not

A Meaningful Practice



3. What is the upside?
Concentrates energy
DURABILITY
2. What is 'meaning' ?
"The sense we make
out of reality."



- Achievement
- Beauty
- Creation
- Community
- Enlightenment
- Freedom
- Justice

- Oneness
- Redemption
- Security
- Truth
- Validation
- Wander



CHOICE
Business ownership
without fear
Families are safe
Communities thrive.
Impact

→ Who
→ What is the impact

Resonate?
Design experience around it?
Broadcast it, not look for it.

Questions?

THE PERMANENT HORIZON

above

↓
↓
Balas

↓