What skills can we rely on in an arising world?

Train with Ecosystem Intelligence™
Boost vitality in your world.
Vitality depends on exchanging

*Exchanges are the inescapable common denominator of living systems*

“The other is a legitimate other in coordination with me.”

Humberto Maturana

*The Biology of Love*
Our brains evolved to keep us focused on exchanges

*With an iron grip on the energy we expend, and with whom*

- Some are invisible
- Many more are cooperative
- Some are transactional
- ALL are physiological
Ecosystems are continually emerging
Vital networks of exchanges

How wolves change rivers...
Six Vitality practices for an emerging world

1. Extend neuroplasticity
2. Mind your exchanges
3. Curate teams of EcoPartners
4. Score your exchanges
5. Identify components of most-valuable exchanges
6. Track value generated
Ancient Neural Pathways determine what, when and how humans can learn
### Score your exchanges

To ease your way, begin with the four types below

<table>
<thead>
<tr>
<th>Exchange Types</th>
<th>Rich</th>
<th>SweetSpot</th>
<th>HoHum</th>
<th>Depleting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What it is</strong></td>
<td>Rich Exchanges are mutually pleasurable interactions—parties feel valued like they belong doing what they’re doing. May or may not involve transactions.</td>
<td>SweetSpot Exchanges are often based on BestWork or special expertise. Extremely valuable: deliver what your business—you teams and individuals—do best, for the right beneficiaries.</td>
<td>HoHum Exchanges are the sleepers. Often involve satisfactory payment and delivery. Frequently don't capture attention. Leave people unrecognized and uninterested.</td>
<td>Depleting Exchanges are often simply not satisfiable, demoralizing your people.</td>
</tr>
<tr>
<td><strong>What it does</strong></td>
<td>Builds loyalty and trust, and often includes valuable information. Some are ritualized, such as holiday celebrations</td>
<td>Customers enjoy exceptional value. Provider well-rewarded. Can feel ecstatic.</td>
<td>Don't trigger the resourcefulness and loyalty that will build your business to last—no matter what happens in the marketplace.</td>
<td>Leaves participants with less than what they came with.</td>
</tr>
<tr>
<td><strong>Outcomes &amp; Results</strong></td>
<td>Mutually rewarding. People often feel rejuvenated, confident and optimistic. Will go out of their way for each other.</td>
<td>Efficient, profitable, unmistakably authentic and often inspiring. A pleasure to experience. Further distinguishes your work.</td>
<td>Invisible leaky buckets: dumb your people down and mask opportunities.</td>
<td>Drain your resources.</td>
</tr>
</tbody>
</table>
Mind your exchanges

Practice: choose an exchange that is currently enabling a key initiative: what is delivered? what is received?

ANATOMY OF A VALUE EXCHANGE

CUSTOMER

PROVIDER
How to know which way to go?

How to measure progress?
Will you be in sync with key EcoPartners?

*Vitality Metric: ready, willing and able to respond?

Will they trust that you care what’s happening with them?

Will you be in shape to welcome new input?

Will you attract well-informed thinking partners exploring new opportunities?

Can you let go of your current ‘reality’ in favor of new value exchanges?

*Clap your hands*
An organization is a network of exchanges: nothing more nor less.

Value is generated—delivered and received—via exchanging.
Curate a brain trust to explore

*Current exchanging in your ecosystems*

**Eco*iQ** Intensive Team

- **TRIO**
  - **HOST**
  - **CUSTOMER**
  - **EXTERNAL VALUE PARTNER**

- **TRIO**
  - **INSIDER**
  - **CUSTOMER**
  - **EXTERNAL VALUE PARTNER**

- **TRIO**
  - **INSIDER**
  - **CUSTOMER**
  - **EXTERNAL VALUE PARTNER**

- **STANDBY**
  - **STANDBY**
# Skill 6

**Track value generated**

*Your Vitality Metric: current percent of Rich Exchanges*

<table>
<thead>
<tr>
<th>Exchanges</th>
<th>% of Total</th>
<th>Rich %</th>
<th>HoHum %</th>
<th>Depleting %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freelancers</td>
<td>9</td>
<td>9% x 75% = 6.7%</td>
<td>9% x 17% = 3.2%</td>
<td>9% x 8% = 2.6%</td>
</tr>
<tr>
<td>Vendors</td>
<td>10</td>
<td>10% x 18% = 1.8%</td>
<td>10% x 71% = 7.0%</td>
<td>10% x 11% = 1.0%</td>
</tr>
<tr>
<td>Employees</td>
<td>21</td>
<td>21% x 37% = 7.7%</td>
<td>21% x 43% = 9.0%</td>
<td>21% x 20% = 4.0%</td>
</tr>
<tr>
<td>Suppliers</td>
<td>4</td>
<td>4% x 22% = 8.8%</td>
<td>4% x 76% = 3.0%</td>
<td>4% x 2% = 0.8%</td>
</tr>
<tr>
<td>Strategic Allies</td>
<td>9</td>
<td>9% x 18% = 1.6%</td>
<td>9% x 73% = 6.5%</td>
<td>9% x 9% = 8.0%</td>
</tr>
</tbody>
</table>

**Total exchanges worked today**

53% Out of 100%

**Vitality as of Today**

(% Rich x % of Total Exchanges)

26%

Check your Exchanging Palette regularly.

*With whom are you generating most value?*
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