



Newbraska's Business Owners Attract Workforce by Thinking of Them as Our State's New Pioneers

The 'soul' of Nebraska can be considered an electromagnetic energy field of which you are part. It is a field of concentrated action, a powerhouse of probable actions seeking to be expressed, a grouping of consciousness that knows itself (loosely) as a statewide identity that embraces a certain state of mind.

This identity expresses itself as NEWbraska - a business and civic ecosystem built around transformation and interdependence.

NEWbraska is an unlimited field of energy that can express itself in many ways and yet maintain its own identity. There is a give and take between other NEWbraska members and no end of possibilities. Obviously, NEWbraska is not a closed system.

It is only because your present organizational existence is so highly focused in one narrow area that you put such stern limits upon your definitions of companies, leadership and personal identity. You project these limited definitions upon the 'soul' of your company for fear you cannot handle more ideas and still retain your notion of who you are and what you stand for in the marketplace.

However, the 'soul' of your company is not frightened about its identity. If it were a living, intangible thing, it would tell you that it is sure of itself.

Business, at its core, is a psychological system. Your company has its own consciousness, and it is not 'closed.' When combined with your leadership, your organization will naturally uncover deeper abilities and create new, profitable and fulfilling destinations.

While all this sounds difficult to grasp, your organization has a living, emerging consciousness that can help you understand the nature of your own being. As you look at what surrounds you, then peer inward, you soon realize that the same energy that propelled you to give birth to a company years ago is the same energy that is tugging at you now to redefine, expand, etc. Despite turbulence unfolding around you, your organizational 'soul' is not lost nor are you lost.

Let's be clear: the "physical" form of your organization is the result of great emotional focus. Although your organization seems like a constant, permanent, steady thing, it is not one continuous thing; it is in constant state of energetic pulsation. This pulsation creates 'openings' in your 'system of reality.' *New ideas and opportunities sense these openings and move towards them even though they are not initially obvious to employees and managers. These 'openings' exist to enlarge your concept of reality and greatly expand your own executive experience.*

This principle applies to communities as well as companies. Every Nebraska community must "possibilitize" by learning to dance on a rug that has been jerked out from beneath our feet. This is when environment - and its impact on human emotion - must be deliberately reimagined to appeal to a new buyer – a knowledge worker - who will "shop" for a community with a vision and a contemporary flavor.

Each of Nebraska's communities needs head-turning design, precise marketing and a novel placemaking vision that is inspired by a teachable point of view that's focused on needs, not products. Our "knowledge-worker-residents" are looking for themselves – part urban, part rural. Part of the past, part of the future. They value the blending, the eclectic ideas that lead to eclectic buildings and people. They are our new pioneers. When we reach out to them, we are also embracing ourselves – what we used to be and must become again.

For most businesspeople and civic leaders, this is new information. Reflection and action are equally urgent requirements. NEWbraska can help because new is now!

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