

Explanation Of The Driving IR Video Transcript

Perhaps you've been wondering about the significance of our green logo. It's green because that's the color of money, health and growth. It's an interdependent interwoven yin yang. One half of the metaphor is about Driving. Just like in golf or baseball where we talk about line drives, Or perhaps when we're driving a vehicle, driving signifies going from one point to another in a linear sequential way, focusing on a goal, using maps, strategies & dashboards. It also means using your internal drive to reach past your comfort zone and go after defined measurable success.

Dancing, the other metaphor, is all about being innovative, exploratory, creative, attracting success (rather than chasing it), going with the flow, fun, mind/body integration, connecting to yourself and to your partners through shared energy and relationships, being open and welcoming, growing horizontally.

Don't we need both in our firms? Don't we need a balance of both? A driving dancing duality? Interwoven and interdependent.

On the one side We act on our strategic goals, moving forward efficiently, reducing our costs and budgeting our time. It's just like driving.

On the other side we still keep our peripheral vision working for innovative ways to expand, or be more productive, or offer a new product. We brainstorm, relax and let creativity surface, connect to our clients and staff. It's just like dancing.

Check out our blog where we explore all kinds of business topics, including the right brain, left brain issues we just discussed.