

# INTENT / ACTION

Are your actions aligned with your intentions?

Short-term vs long-term. Tactics vs strategy. Transaction vs transformation. Too often we find ourselves in the hamster wheel of intent vs action. We may start out with big ideas, until all our grand plans meet the reality of everyday operations and to-do lists. Is one better than the other? Can we live without ticking the boxes? Do we have the flexibility, and the mind space to quit business-as-usual, and think differently? Or, as in most cases, it depends on the context?

**Think about a problem that you are facing right now. What's a quick fix that allows you to tick a box? And now think of a never-before, out-of-the-box approach. Which one suits for the moment? How can you implement a long-term solution? Can you do BOTH?**



Tick a box?

Ticking a box is not necessarily a bad thing. In fact, in many cases it's important to tick the boxes - when you are looking for compliance to safety standards, adherence to agreed-upon goals, short term fixes to urgent problems etc. But if you find yourself ticking boxes all the time, and wonder:

- is this in alignment with my goals, aspirations, and/or values?
- is there a better/more efficient way to bring about transformation?
- is there a more sustainable, long-term solution?

Then perhaps it's time to pause and think outside the box.

Thinking outside the box is not necessarily a good thing. It needs more time, more energy, resources that we may not always have, a vision and mission that everyone can get behind, and patience that is in short supply. Thinking outside the box can feel like a luxury few of us have. It can be disruptive, or inadequate in the short term. It may not always be possible to be strategic when faced with time sensitive operational concerns. But when we can fuel our curiosity, tap into our creativity, and find reliable partners, we can build original, innovative & sustainable solutions - together! So, do you stay busy, maintain the status quo, and wait for someday?

Or think outside the box?

