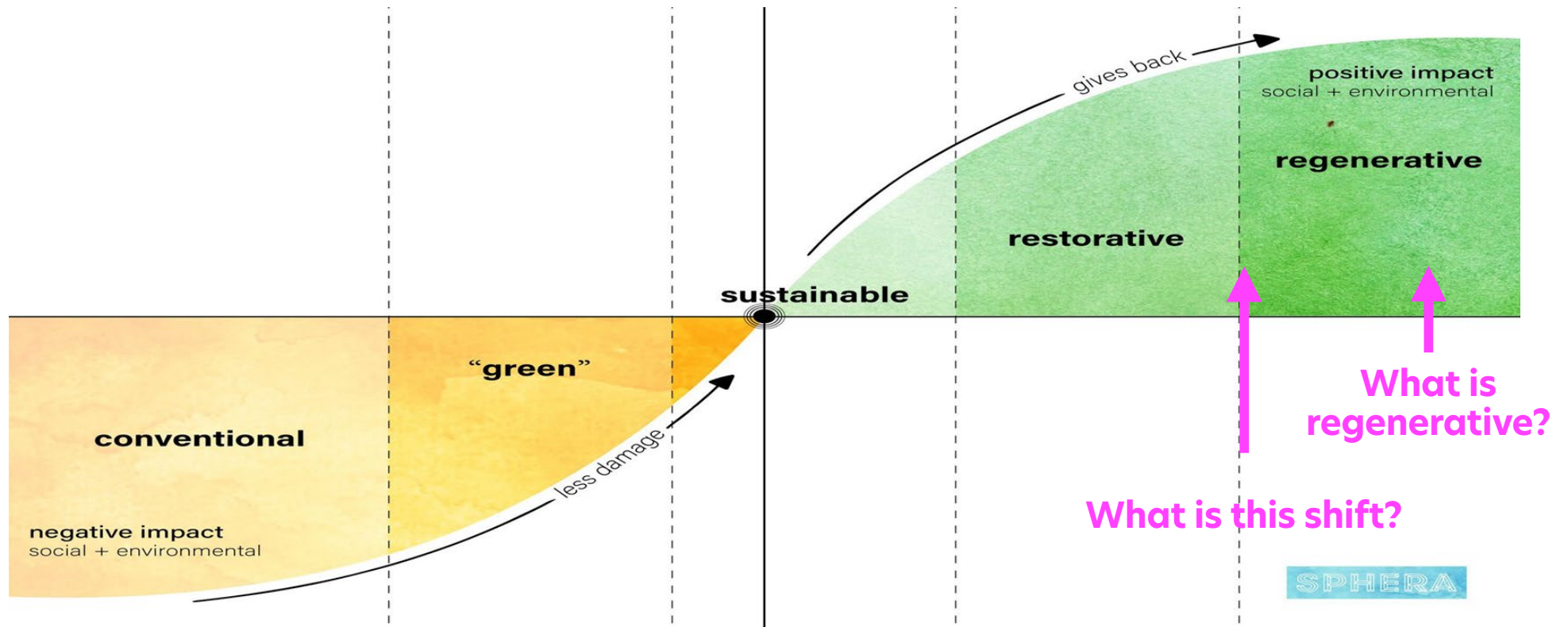


A NEW WHAT, HOW AND WHO

THE REGENERATIVE BUSINESS TRANSFORMATION

AMIT PAUL
ICELANDIC TOURISM CLUSTER APRIL 2024

Towards Regenerative Tourism (tourismcollective.com.au)



CHECK-IN (ONE OR TWO SENTENCES)

WHAT ABOUT TODAY HAS BEEN IMPORTANT TO YOU?

**NEW APPROACHES TO
PROBLEM SOLVING**
“NEW HOW”

**NEW PERSPECTIVES ON
IDENTITY**
“NEW WHO”

**NEW APPROACHES TO
VALUE**
“NEW WHAT”

**“THE MAJOR PROBLEMS IN THE WORLD ARE THE RESULT OF THE DIFFERENCE
BETWEEN HOW NATURE WORKS AND THE WAY PEOPLE THINK.”**

- GREGORY BATESON



Cynefin Framework, D. Snowden, Harvard Business Review, 2007

A NEW HOW

HOW WE DO THINGS IS MORE IMPORTANT THAN WHAT WE DO

THEORY OF 3 DEGREES OF INFLUENCE, CHRISTAKIS & FOWLER (2010)

**THE STATE OF THE WORLD IS A RESULT OF HOW WE:
THINK, INTERACT AND SOLVE PROBLEMS**

SO, HOW DO YOU CHANGE YOUR HOW?

3 FRAMEWORKS

THEORY U

Otto Sharmer. MIT

WARM DATA LABS

Nora Bateson, Bateson Institute

CYNEFIN / SENSEMAKER

Dave Snowden, Cynefin

A NEW WHO

WHO DO YOU (GET TO) BRING ALONG?

Entrepreneur
Husband
Citizen
Daughter
Investor
Mom
Professional
Political actor
Sports fan
Beginner
Grandparent
Online persona
Owner
Parent
Dad
Expert
Son
Activist
Team member
Spiritual being
Friend
Environmentalism
Musician
Employee
Critic
Optimist
Wife

**WHO IS IT POSSIBLE FOR YOU TO BE WHEN
YOU ARE WITH ME?**

2 THEORIES

SOCIAL IDENTITY THEORY

Tajfel & Turner

PSYCHOSYNTHESIS

Dr. Assagioli

A NEW WHAT

"And the point is, to live everything. Live the questions now. Perhaps you will then gradually, without noticing it, live along some distant day into the answer."

- Rainer Maria Rilke

WHAT VALUE(S) ARE YOU PAYING ATTENTION TO?

WHAT IF YOUR BUSINESS IS ABOUT MORE THAN “JUST” FINANCIAL VALUE?

CULTURAL

FINANCIAL

SPIRITUAL

SOCIAL

EXPERIENTIAL

LIVING

INTELLECTUAL

MATERIAL

1 THEORY + 1 IDEA

MULTI CAPITAL MODELS

E. Roland / Permaculture

“LIVE THE QUESTIONS”

- Rainer Maria Rilke

SO, WHAT DO WE DO WITH ALL OF THAT?



**THE FROZEN 2 STRATEGY:
THE NEXT RIGHT THING (AKA ADJACENT POSSIBLE)**

“NEW HOW”

HOW DO YOU CHANGE YOUR HOW?

RETROSPECTIVE

“NEW WHO”

WHO IS IT POSSIBLE FOR YOU TO BE WHEN YOU’RE WITH ME?

CHECK-IN

“NEW WHAT”

WHAT VALUE(S) ARE YOU PAYING ATTENTION TO?

EVALUATE

***“IT’S NOT SO MUCH ABOUT WHAT CAN WE DO.
INSTEAD WHAT HAPPENS IF YOU ASK:
HOW CAN WE FIND A WAY?”***

- NORA BATESON. FILMMAKER, COMPLEXITY SCIENTIST AND AUTHOR

HELLO@AMITPAUL.COM