

the shift

#inspire responsibility #reveal purpose



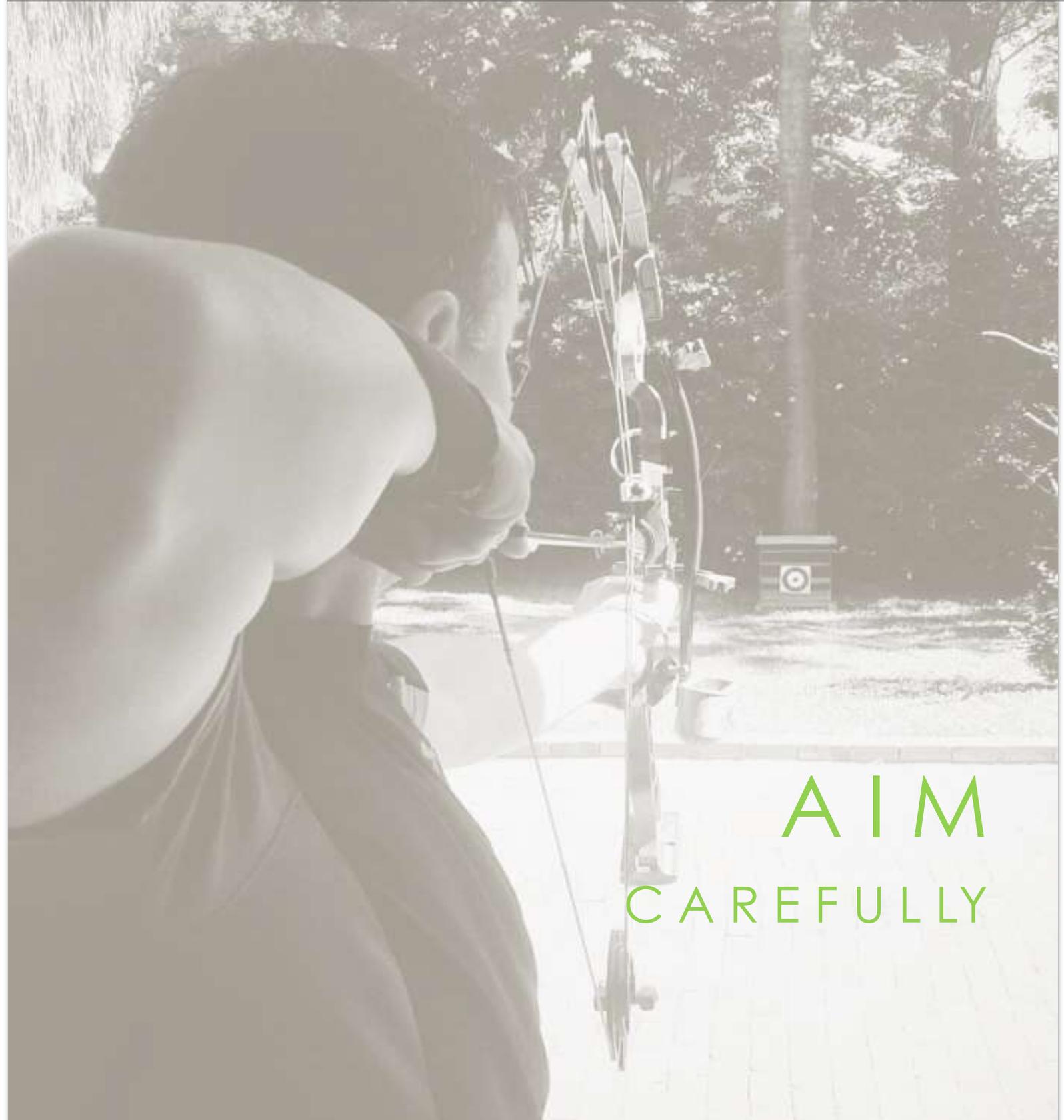
CHOOSING RESPONSIBILITY
THE PATH TO MEANING



GENERATIONAL
FOOTPRINTS

DISCOVER-CHANGE-BECOME

CHANGE YOUR STORY-
BECOME...

A person is shown in profile, aiming a compound bow. The person is shirtless and wearing a dark sleeve. The bow is held taut, and the person's focus is on the target. The background is a blurred outdoor setting with trees and a target stand. The text 'AIM CAREFULLY' is overlaid in the bottom right corner.

AIM
CAREFULLY

Challenges?

You **feel stuck**. Living in the same loop every day.

You're a **student** and not convinced that you're studying what you're really supposed to do with your life – you **lack passion and motivation** to do the work.

You really **dislike your job** - You want a **big change**, but you have *responsibilities and constraints*.

You are not clear on **why you are** on earth – what are you supposed to do?

You feel you're wasting your life as an **employee** on meaningless jobs making other men rich – experiencing very **little meaning & fulfilment**. You need direction.

You're an **entrepreneur/CEO/Manager** and you face huge challenges getting your people to be focused and execute first time right on time – You need help to get them aligned, focused and committed as you are about the business.

You want to live a **meaningful life**, but you don't know how to start and execute the change.



You're a **mom or dad** and you know that you're setting your family up for failure or at best for mediocrity if you don't **change your habits**. The problem is you don't know how to do it. You feel overwhelmed and can't find time for your important family relationships in your overly busy schedules.

You're an **educator under constant pressure**, going through the motions, trying to get through the curriculum in time, but deep inside you know things are wrong and that the learners are getting a substandard education.

You've decided to take the relationship to the next level – things are getting serious – **“How do I know I'm ready for marriage?”** and what are the foundations to be laid before I tie the knot?

I'm confused about what it means to a **real man/real woman** – what and how a man's/woman's mandate, masculinity/femininity and purpose is to be practiced in today's culture. I need wisdom and understanding.

How do we turn the tide on **poverty, inefficiency, ineffectiveness, low productivity, low economic growth** and inability to compete successfully as entrepreneurs?

Entrepreneurs, parents, educators, government officials, media experts, creatives and spiritual leaders all have one common enemy! **“IGNORANCE”**. Many don't take the time or have the know-how to **simplify, focus**, understand and **clarify** their creative design on primary elements such as personal mandate, gifting and purpose. Many of those that have a sense of their purpose though, don't have vision clarity unpacked in a clear accountable plan linked strategically with other likeminded leaders to maximise impact.

Why are so many leaders suffering from strokes, hypertension, depression and burnout? Because most of the people in leadership positions are not leaders in *their position!*

They have been placed there by people's expectations and pressure and now they have to keep up the image that they are not and its killing them. They have to perform rather than live!



Challenges

- Evidence suggests that we are experiencing a crisis of “meaning” or “purpose” in our culture.
- People has to content with a lot of chaos in work and life. Millennials and Generation Z have a lot of potential as children but none of that is capable of manifesting itself as freedom before a person becomes disciplined.
- Vision is the source of discipline, and once you are enabled to lay a disciplinary structure on yourself, then you can move forward. True freedom is bought at the price of discipline and this becomes possible as you start taking responsibility, firstly for manifesting your true self, and then building solutions from your gifting to solve the problems that need answers in your society.
- Educators indicate that this shows up in the learner’s motivation to attend classes, their willingness to complete the learning requirements, an immediate gratification attitude, inability to focus, and see things through.
- It is often further evidenced by showing up as habits that looks like a lack of self-discipline, self-control, and self-management.
- When these students enter the workplace they are often overwhelmed by the organisational requirements, management culture and responsibilities to perform, and get things done through and with others. Here in the real world they don’t get a medal for participation and it’s not okay if they fail and they can’t get things done with a microwave mentality.
- These issues increase stress levels in mangers and millennials, and impacts effectiveness in work and life.
- However, more than any other segment of the population, millennials can and need to take responsibility for their unique and most needed contribution in building a productive society.

If this sounds familiar, please consider our
contribution to a solution



The Solution

Evidence suggests that:

people **living from purpose** is by far the most effective way to turn the tide on poverty, inefficiency, ineffectiveness, low productivity, low economic growth, and inability to compete successfully as entrepreneurs.

when people live from their gift and passion, purpose is inevitable.

‘A man’s gift makes room for him and brings him before great men’ King

Solomon

Having clarity on the required heart-set, mindset, skillset and toolset enables people to meaningful action and contribution

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Evidence suggests that this is not a core fundamental in the training and development strategies in education, business or government policies because it is not sufficiently taught, if at all, in families, schools or in tertiary institutions. This makes all the skills training given to many millennials ineffective, unsustainable, and irrelevant at best of times.

People that don't learn from a place of passion experience what they learn as irrelevant, time consuming, burdensome, and with little value to their future plans. This learning and self-discovery should be at the core of how training and development is designed and implemented.

PURPOSE - Why do we do this?

so that you can live

with Courage and Persistence, Inspire Responsibility,
Reveal Purpose, Create Brilliance...

Our goal is to help individuals, families and organisations experience more design congruence, flow and the significant boost in releasing potential into purpose. We think decoding the creative design keys of "Personal Brand Solution" (PBS)TM into purpose is the best way to achieve that aim.



What we see - We want you to become

a pioneering generation of influencers
that show up in families, business, education,
community, media, government, and creative
environments, that are living principled, trustworthy
lives, making meaningful contributions in everything
you build, shaping culture by bringing sustainable
solutions to the so-called 'unfixable' socio-economic
problems.

There are eight fundamentally needs, not wants,
that motivate and move people. The need:



- For a sense of purpose
 - For a sense of value
- For a sense of significance
 - To feel important
- For a sense of meaning
- For a sense of fulfilment
- For a sense of personal power
 - For a sense of success

These fundamental needs are constantly looking to find meaningful expression to answer the 5 questions of life

- Who am I?
- Where did I come from?
 - Why am I here?
 - What can I do?
- Where am I heading?



OUR DNA

We are an innovative Education, Personal Development, Business Consulting and Transformational Coaching (EDCC) non-profit organisation with headquarters in Pretoria and soon to be offices in Cape Town and Canada. We are a team of innovative experts who believe in the combination of personal growth power with creative design agility.

The **“BIG Risk”** question and denominator which Entrepreneurs, Intrapreneurs, Contrapreneurs and Extrapreneurs have in common is **“Are People working with Purpose?”** i.e. are people feeling that they contribute meaningfully, significantly, working from their gifting and making a positive difference in their own and others’ lives.

“Personal Brand Solution™(PBS)” is our passion. **PBS** is the **apex** of a **Purpose Oriented** Person. **PBS™** is defined as **the integrated, holistic creative design capabilities creating a Purpose Orientated** person. We facilitate the development of your **7 PBS keys/drivers** to help you uncover and apply your unique **Personal Brand Solution™** to the so-called unfixable problems in our society.

THE Personal Brand Solution Drivers for Servant-Leadership

The development of these core drivers are as follows:



Our work at **The SHÎFT** is changing the world one person at a time as we enable “movers and shakers,” through applied EDC, to take responsibility for their area of greatest contribution or value add, and to positively impact their cultural sphere as they represent the following:

- teams,
- organisations,
- entrepreneurs,
- families,
- educators/administrators,
- government officials,
- media experts and
- community leaders.

The purpose of Education in this context is to refine and shape a gift as a solution to solve problems. A person's **Personal Brand Solution™** is the source of their value; what people are prepared to pay for, to solve a problem and their future work and assignment/calling.

Our drive is to see people come to life from the inside out and live with simplicity, focus and clarity on who they are, why they are, and where they are heading.

We are your co-explorers, your sparring partner or a shoulder you can lean on in your development process. Step by step we guide you to the successful launch of your **Personal Brand Solution™**, all those ideas that has kept you awake at night for so long.



RESPONSIBILITY REVEALS MEANING



We help people **S H Î F T** from “Where they Are”



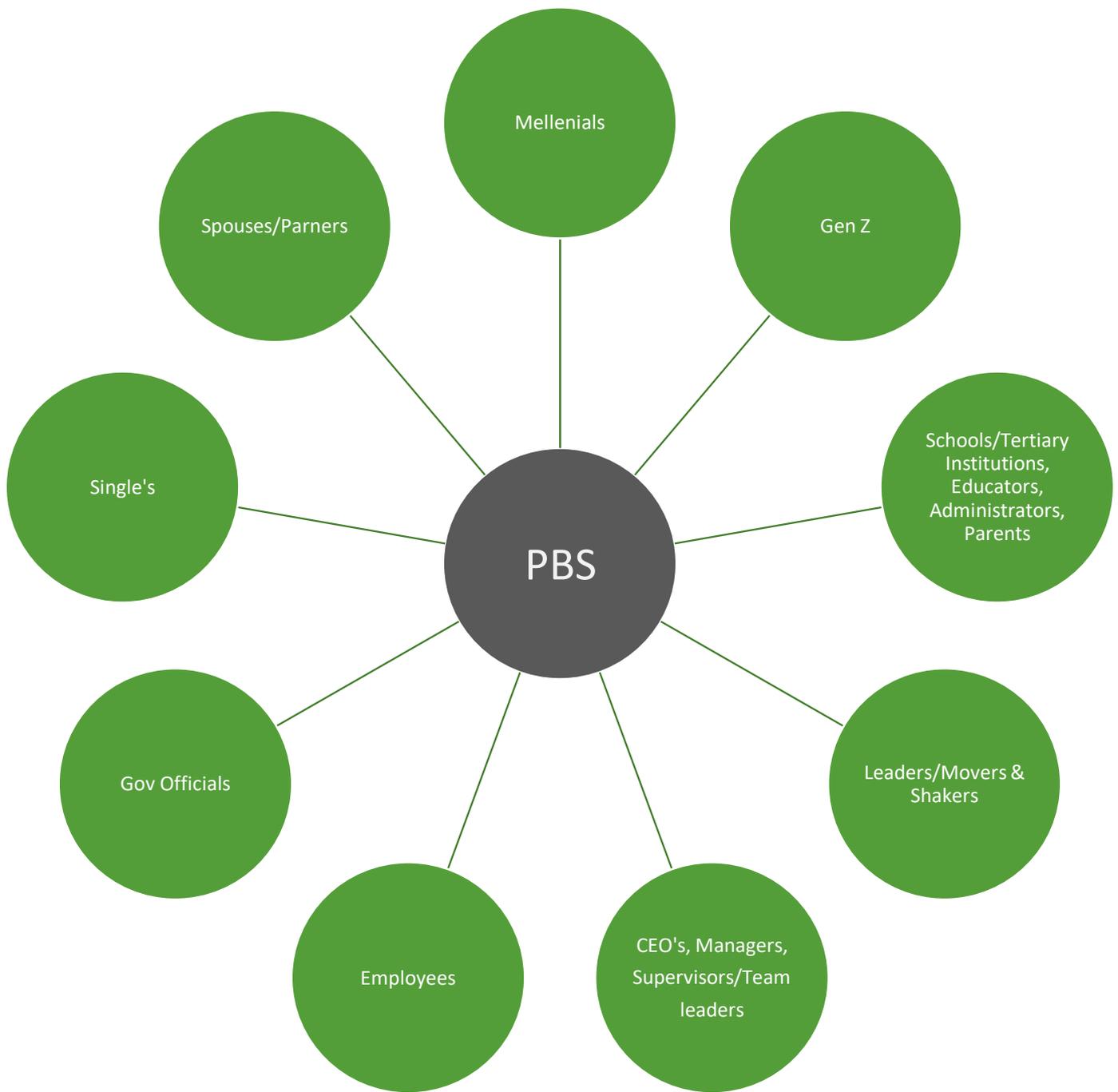
to “Where they Need to Be”

From Why, to What and How?

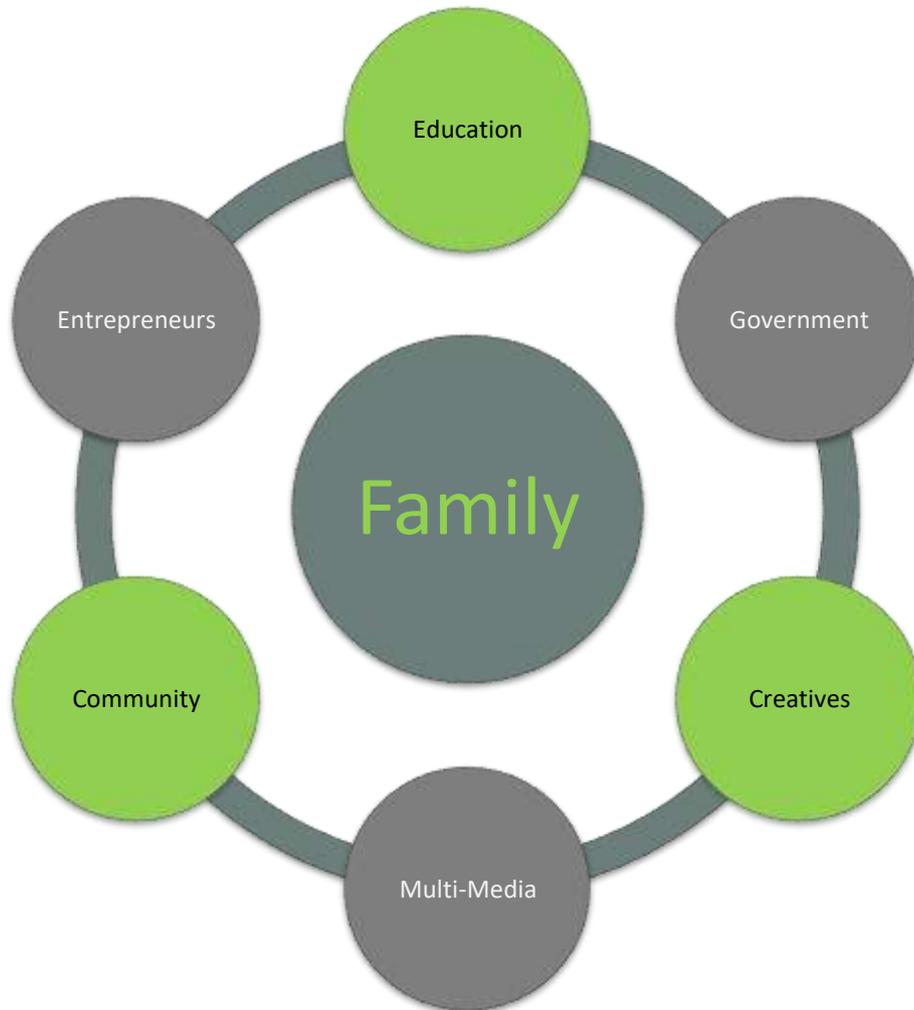
From Confusion to Conviction into Purpose



Who benefits?



PBS is developed within seven cultural spheres with family at the core:



The SHÎFT's Services Overview

The Highest Goal

The most important goal in every person's life should be to ensure the real you show up. Starting with *First Things-(Foundations)*, understanding your *Current Thinking Impact* and *Being Clear* on your



7 PBS drivers, is what points to what we call, your *Personal Brand* or *Calling/Assignment*.

Your *PBS* needs to be refined through specialised education into solutions that enables people to become responsible citizens. We believe that this is a sustainable way to activate a Purpose Oriented Approach to tackle the so-called unsolvable problems within your cultural spheres.

We don't do what academic tertiary institutions do, but what we do is prepare people to have an understanding of their *PBS* before they choose what knowledge they need to add to their life through tertiary education. This applies not only in educational institutions but also within the family as a first thing (foundations), and business as a work thing. This makes education more effective and productive and benefits societies and nations as a whole.

We focus on the following socio-economic areas towards Transformation:

Family Footprint Focus

Footprints for Generations...

The greatest Family legacy/contribution comes from members who are Purpose Oriented.

Helping parents make the necessary changes to create a family environment that promotes and aligns with children, maximising learning, and development at home.



Education Footprint Focus

Passion for Assignment...

The most influential "movers and shakers" in education are Purpose Oriented.

Who are you?

Entrepreneur/Business Footprint Focus

Profit for Purpose...

The most valuable workforce members are Purpose Oriented.

Creative Footprint Focus

Making Magic...

The most valuable creatives are Purpose Oriented.

Community Footprint Focus

Love thy neighbour...

The most valuable community Leaders are Purpose Oriented.



#83210244

Multi-Media Footprint Focus

Tell your story...

The most valuable story tellers
and dealers in hope are
Purpose Oriented



Governance Footprint Focus

Be Consistent - Be
Trustworthy...

The most valuable
governmental services are

done through officials that are
Purpose Orientated.



1. The SHÎFT's Community Services

Within the Community context our core purpose is realised through serving Men, Women, Families, Young Adults, and Community Leaders who are driven and called to enable Socio-economic Transformation within their cultural spheres.

We do this through the following:

<p>1. Change Readiness; Placement for purpose; Focus & Potential indicator; Team Alignment – The Focus Interface Tool: THE FIT™</p>
<p>2. Getting Back to Basics – Stirring up People: THE Foundation™</p>
<p>3. Decoding, facilitating and developing The Personal Brand Solution (PBS) The core of Servant-Leadership: THE PBS Awakening™</p>
<p>4. Creating and building purposeful connections between God, dad, mom, and children: THE PBS Family™</p>
<p>5. Facilitating purposeful connections in Education between parents, teachers/ administrators and learners: THE PBS Fire™</p>
<p>6. Facilitating the optimization of voice and body integration: THE PBS Embodiment™</p>
<p>7. Facilitating Equine Assisted Therapy involving the pairing of children with horses in early childhood development to overcome emotional hurdles, issues, conditions or physical trauma: THE PBS Heart™</p>



2. The SHÎFT's Business Services

Within the Business context our core purpose is to serve Individuals, Teams, Organisations, Start-ups and Projects, who are driven to see Socio-economic Transformation within the following spheres:

- Arts & Entertainment
 - Multi-Media,
 - Business,
- Education and
- Government

This is realised through the following:

<p>1. Change Readiness; Placement for purpose; Focus & Potential indicator; Team Alignment – The Focus Interface Tool: THE FIT™</p>
<p>2. Decoding, facilitating and developing “The Personal Brand Solution” (PBS) The Core of Servant Leadership: THE PBS™ Awakening</p>
<p>3. Leading from your PBS – Developing 10 drivers and accelerators: THE PBS™ Leader</p>
<p>4. Improving relational trust, increase transparency and create open dialogue: THE PBS™ Coach</p>
<p>5. Moving from “accidental or forced” to “intentional” or “purposeful” change: THE PBS™ Agent of Change</p>
<p>6. Facilitating Executive teams need to figure out “what to change”, before “how to change”—in particular, what to change <i>first</i> – Key is understanding the Catalyst, Quest & Competence driving change: THE PBS™ Process of Change</p>
<p>7. Facilitating the optimization of voice and body integration: THE PBS™ Embodiment</p>



<p>8. Aligning teams for understanding, collaboration and improved results: THE PBS™ Team</p>
<p>9. Facilitating Project Collaboration Application Practice – Learning to build with others around PBS: THE PBS™ Project</p>
<p>10. Capturing stories through Multi-Media Production: Telling stories and dealers in hope - Filming and Producing Project Documentaries; Project startup products, services & advertisements; Short Films, Capturing Corporate Retreats/Events: THE PBS™ Heroes</p>
<p>11. Facilitating Project Startups through high end Business-, Management- and Operations Consulting practices shifting project teams from their Current Reality to their Desired Reality: THE PBS™ Consultant</p>
<p>12. Leadership Development Programs following THE PBS Leader:</p> <p>It is not uncommon to hear leaders complain that leadership development programs are not delivering the effective leaders necessary to execute their strategies and purpose. While there is no end of leadership advice, it doesn't always translate into leaders that can deliver the results the organization needs. "Scale implies touching a critical mass of leaders and employees to reach a tipping point—after which point the change become self-sustaining and the organization fundamentally changes how it leads." Scaling Leadership is a strategy applied in supporting Project Start-ups:</p> <p>a. Leadership Idea 1: The Sovereign Individual (Within the Kingdom of God Context)- the growing autonomy of the individual. The new Sovereign Individual will operate like the gods of myth in the same physical environment as the ordinary, subject citizen, but in a separate realm politically. Commanding vastly greater resources and beyond the reach of many forms of compulsion, the Sovereign Individual will redesign governments and reconfigure economies in the new millennium. The full implications of this change are all but unimaginable.</p>



- b. **Leadership Idea 2: Sphere Sovereignty** – Ideology against growing statism or centralised government - Decentralised communities operating in liberty.
- c. **Leadership Idea 3: Scaling Leadership** - Surprisingly, leadership development is often not aligned with the organization’s purpose and strategy. In their research, executives have told them that “their organizations have not translated their strategy to their needs.” Instead, they have used “generic and broad competency models.” The result is not surprising.
- d. **Leadership Idea 4: 11 Shifts every leader needs to make** - TO GET FROM where we are to where we want to be requires a shift in our thinking. When our thinking shifts in an area, our perspective changes, and new opportunities become visible. We serve people differently. In *Leadershift*, John Maxwell states, “every advance you make as a leader will require a Leadershift that changes the way you think, act, and lead.”
- e. **Leadership Idea 5: The Humble Leader** – The power of relationships, openness and trust
- f. **Leadership Idea 6: The Leadership Gap** - THE GAP IN OUR LEADERSHIP arises as a result of the disconnect between how we think people are experiencing our leadership and how they are actually experiencing our leadership. And where we find that disconnect we limit or even derail our leadership potential.
- g. **Leadership Idea 7: The 100x Leader** - (Jeremie Kubicek and Steve Cockram wrote *The 100X Leader* to help you become a 100X Leader in all spheres of influence in your life—leading yourself, a company, a team, or a family—and to become a Sherpa for others).
- h. **Leadership Idea 8: The Millennial Leader** - Preparing Millennial's for their Leadership Roles.
- i. **Leadership Idea 9: The Hidden Leader** - “Our images of who's a leader and who's not are all mixed up in our preconceived notions about what leadership is and isn't” Jim Kouzes. Well put. That is the issue.



THE PBS Leader Steering Wheel



The SHiFT's Toolbox

1. <u>The Focus Interface Tool Assessment: THE FIT™</u>
2. <u>The Personal Brand Solution Assessment: THE PBS™ Steering Wheel</u>
3. <u>The PBS LEADER Assessment: THE PBS™ LEADER Steering Wheel</u>
4. <u>The PBS LIFE Assessment: THE PBS™ LIFE Steering Wheel</u>
5. <u>The Motivator/Mover Employee Assessment: THE MM Employee Survey</u>



INDIVIDUAL, TEAM AND ORGANISATIONAL ALIGNMENT INTO RESULTS

through

THE FOCUS INTERFACE TOOL (FIT)TM

- The **FIT** is a scientific, individual and group behavioural trend, focus and potential measurement, alignment Tool.
- The **FIT** gathers interpersonal and team related behavioural information from illiterate to highly skilled participants in a non-threatening and fun-filled manner.
- The **FIT** is the first step in The SHÏFT's Solutions Processes in Personal Development, Team Development, Organisational Development, Work Spec Alignment, Leadership Development, Change Management, Transition Management, Culture SHÏFT's and Transformation Literacy.
- The **FIT** has assisted numerous individuals, teams and organisations to align on priorities, understand and manage relational risks, utilise individual strengths in a motivating manner, point out the gaps in relational focus, discover team balance and its consequences, align individuals on work specs, assist students and employees on organisational culture fit and indicate the changes required to achieve future realities.
- The **FIT** not only provides a quick scan on individual focus as it relates to recruitment & placement, but furthermore creates the opportunity to interact eye to eye, at an individual level or in a team/family context, on the impact of focus and to uncover hidden potential and required management style as it



relates to the individual, team, family, marriage, work function or organisational requirements.

Understand yourself, team, organisation, family members, partner and/or spouse better to bring about personal growth, improved relationships and inner peace. Unlock your true potential for growth, collaboration, and relational trust.

FITBENEFITS

- A single **20-minute PICTURE questionnaire** provides the data required for multiple interventions, reducing survey fatigue, helping people see the links between diverse organisations development activities, and creating a shared language and sense of integration across the business, or
- Gather the information data through a **2 Hour fun-filled Team Building experience** for teams that need to improve collaboration, communication, trust levels and focused execution. This approach is found to be highly valuable for team building scenario's.
- The **FIT is more than a personality model**, as it also offers a framework for reflecting on team dynamics and balance, as well as providing key success factors towards designing a process that can be applied to guide an intentional, change journey.
- **Maximise the return on investment (ROI)** and depth of your development activities with a system tool that brings emotional intelligence and deep self-awareness to all applications.
- **Accelerate and support deep transformations** in culture, learning and development, and fulfilment by connecting employees to high levels of self-awareness. Insight into individual motivators, personal skills and risk ratio orientation allows for deeper, faster change, customised change journeys and effective, sustainable transformation.
- It provides a framework to **discover the 'why' behind displayed behaviours or resistance**, allowing for breakthrough solutions, what intrinsically motivates different people, what engages them and the risks of disengagement or burnout.



- **Empower your managers, leaders, change agents, and coaches** with skills and suggestions of effective development activities and strategies for each individual, team or organisation.

Individual Benefits

- Provides face-to-face interaction ensuring clarity on perception, expectation and meaning.
- Utilise individual strengths in a motivating manner, whilst pointing out the gaps in relational focus.
- Creates high-awareness at the level of motivation, risk, and transformation literacy.
- Increases conscious understanding and confidence.
- Enables understanding, impact, and consequence of core emotional focus.
- Provides a framework for understanding functional and dysfunctional behaviours that result from core motivations, decision making, and organisation focus.
- Increases compassion for self and others.
- Uncovers pathways to development and integration.
- Increases productivity and motivation.
- Positions individual patterns and behaviours within current and historical context.
- Creates a language and sense-making framework that stretches deeper than a personality trait-based approach.
- Builds leadership authenticity, potency, and impact.
- Aligns individual focus with work and organisational culture requirements.

Team Benefits

- Provides face-to-face interaction ensuring clarity on perception, expectation, and meaning.
- Builds team integrity.
- Promotes organisations to align on priorities, understand, and manage relational risks.
- Provides an understanding of team balance, and its consequences.
- Reduces judgement and criticism of others, while building understanding and tolerance.
- Provides a framework for making sense of team conflict and challenges.



- Enables the team to move beyond a pattern of blaming conflict on “personality differences”.
- Improves trusting working relationships and team productivity.
- Enhances business procedures.
- Improves communication while also developing a new language framework for team dynamics.
- Provides a framework for team change and transformation.
- Aligns individual focus to team goal and team culture requirements.

Organisational Benefits

- Builds organisational integrity.
- Extends a high trust culture.
- Decreases behind-the-scenes organisational politics.
- Improves change management and decreases fear of change.
- Can unleash organisational creativity through greater individual integration.
- Improves productivity and performance.
- Creates a framework which enables greater project leadership.
- Enables more impactful corporate communication.
- Contributes to development of people.
- Plays a role in enabling culture change.
- Aligns individual focus to work and organisational culture requirements.

Potential SI's are equipped to take responsibility for, and serve, through their PBS, to impact and grow their sphere sovereignty with the principles, resources, nature, ethics, moral laws & statutes of the Kingdom of God.

