

## WHAT ERRAND ARE YOU ON?

I don't know what your particular business or organisation does, but one thing I do know: the most successful among you will be the ones who want the world to live more amply; with greater vision and a finer spirit of hope and achievement. Each of us is here to enrich the world, and we impoverish ourselves if we forget the errand.

Unless we reside in isolation on a mountain top; day by day we make a living - we are largely either beneficiaries or victims of the prevailing political system. Wherever you feel you sit in that system, there is one thing we all have in common, one thing we share with everyone on earth. And that thing is attitude. So I ask again, what errand are you on?

Do you care one way or the other about the long-term impacts of the actions you take and the decisions you make? Do you consider yourself in service to the world - or in service to yourself? And if your business or organisation represented your family - what would its relationships look like? Does it matter that we care for our family and put them first? Of course! After all, to the extent that we nurture each other, family life functions well - it is prepared for the long-term. It will weather life's storms precisely because we know that without the diligence of caring it will *not* survive. Why then is the larger organism, the one we spend equal time with and depend upon so greatly, any different?

A lot is said about 'passion' in business. Passion for your customers, your employees and a whole plethora of concerned people each of whom have a stake in your viability. Apparently, without 'passion' no business can survive.

But I believe that slavish adherence that particular concept is futile. Passion may sell books and (these days) launch 'movements' but I believe that a far greater predictor of viability, longevity and success is Thoughtfulness.

'Thoughtfulness' breathes life into the organisation beyond technology and consumer sentiment. Here's the thing: someone, somewhere, plants a seed - a thought about where they want to go next. It continues, because its opposite (disregard) cannot co-exist with the creation of new ideas, concepts, products, services. Thus, every thought is a seed, a catalyst for change and an opportunity to improve the world we live in.

Intelligence, education, acumen, leadership and courage... none of these are factors I or any sensible business person ignores. But not one of them precedes thoughtfulness. Herein lies the nobility of the human existence (if nobility is a characteristic we can still justify in 2016). Even so, our intent, thoughts and deeds trump 'passion' every time and take their rightful place as a core philosophy through which service to more than ourselves is assured.

That is what makes it worthwhile getting out of bed each morning. That is the errand.



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