



Betty Zsoldos

CRISES COACH

Trainer, Master Coach, NLP Master

bettyzsoldos@gmail.com

www.diymindsurgery.com

1 + 1 < or > 3



Be careful with this message. It contains information that might change your life.

Being a breadwinner and a mother of 4, I have worked as an English teacher, a global educator, a personal development trainer and a coach for 20 years.

Taking a closer look on the nature of barriers delaying goals, working out a better and faster way to get to the destination excited me most. This professional history of mine, my husband's early death, the challenges of my four daughters' upbringing and my original curiosity drove me into passionate studies of various communicational and personal developmental methods.

Yes, yes, you could call to urge me to gather my wits, or to teach me that 1 + 1 = 2, if I happened to miss the lesson at school. Then, if you called me we could have an amusing, long-running debate about this simple equation as I would say that you are right but I would go on insisting on this solution: one and one is less or more (or equals) three.

How come? And what does this question have to do with business?

The brief answer is linearity versus complexity, that appears in every field.

And now here is the not-so-brief answer, putting more focus on what it means in your life and business:

Linearity is true in the mechanical world: you can calculate lots of things, measure quantities, attach numbers to things and even to living beings, double or divide the amounts, put the

expectations and results onto charts – and in this way 1 + 1 = 2, but then ... then comes another dimension – the realm of “quality”:

Organic complexity represents the finely woven, rich tapestry of life, which is full of mysterious, chaotic, abrupt and abstract happenings.

As we love reliability, stability, calculability, predictability in our personal life as well as in business, we rush to hedge our bets and to get guarantees for everything. The left hemisphere of our brain continuously prompts us to think in terms of numbers to be rational, that is, to be clever, analytic, strategic. This way we can fit into the boxes that our left-hemisphere dominant society is so much in favour of. So, what to do? Make plans, set goals, compete, fight, prove you are the best, find self-justification, tell yes or no, believe that your world-view is the only true and real, be active, be the first, be the best!

Apparently, everything else is dangerous, because it is unsafe. Let's take, for instance, your business: what would happen if you started to think holistically, timelessly, and in terms of unity?

What would happen if you gave up competitions, plans, strategies? Chaos would brake out – in our “developed world”. (It's very much to the contrary in the “developing world” where it means living in harmony with nature.)

However, there are distinct, undeniable and urgent signs that call out for change in business, too. After focusing on the “more”-s, like: more investment, more stuff, more profit, more growth, more GDP, we got there: something has been lost. What is missing? The gist, the point, the meaning of Life... the Heart of Life!

Sport coaches know well, after achieving the zenith of the physical conditions (that is when the muscles and stamina are at peak load with balanced diet and sufficient sleep), the point is not on physical growth any longer but on another kind of energy-utilisation. Life / Business Coaches knows well, when the individual has got to a “no-through-road” sign of Growth, it's time to build path to a higher dimension.

On this new path one can learn the new rules of the new territory. Would you like to know one or two of them? Here they are:

Instead of “MORE” the goal is built around “BETTER”

Instead of squandering energies, profound changes take place in mental models

Instead of 1 + 1 = 2, we understand 1 + 1 < or > 3, which means that we will learn to use our environment, abilities, values, identity in a synergistic way that makes real abundance.

