

## Where's Your Focus: on *Problems* or on *Possibilities*?

My hero is Nikola Tesla and his oft-quoted “**To understand the secrets of the universe, look to energy, frequency and vibration.**” Most people read that in awe and somehow “know” there’s something to it, but have no idea what or what to do about it. Those who want to lead and own their sector must come to truly understand Tesla’s admonition.

Here is my logic about the *energy* of possibilities. Some of this may sound strange but I ask you just to sit with it for a while. There is nothing to fear here.

*Everything* is energy and is on some vibrational plane. We learned that from Einstein and others. Energy cannot be create or destroyed. That means things from the past and things from the future are influencing us now in ways we don’t usually understand. Energy comes from power lines behind your warehouse and from the decor in your lobby. It can also come from thoughts...and from the words expressing those thoughts. Your dreams and desires have energy too. This is why my starting conclusion in trying to understand a given situation is: *It’s always about the energy!* We live in an energy soup!

### **Both *problems* and *possibilities* emit energy.**

Throughout our schooling we were all taught primarily how to solve problems. Businesses also tend to focus solely on problems and we’re paid to solve them. But solving problems, by definition, is to focus on ***the past***. Solve 100% of your current problems and all you are is caught up. Wait a minute and you’ll have another problem to solve. If that happens too quickly we think of it as “putting out fires” all day. Focusing on problems equals focusing on the past, they happened yesterday. Still, *problems are real*, no argument there.

Possibilities, on the other hand are always about ***the future***. Yesterday holds no possibilities, only tomorrow does. Learning to see possibilities means you are truly creating your future rather than mending your past. *Your possibilities are waiting to be made real.*

Organizations get to choose which direction to face: fixing yesterday or creating tomorrow. Sadly many are stuck in yesterday. Indeed everything about them - work processes, policies and procedures, corporate structure, job descriptions, culture, etc. are anchored to the past. A lot of that hinders possibility thinking and creating their future.

The challenge is change the direction of their focus, to get them to look forward and to see what is not yet real. Possibilities in other words. That takes a different way of thinking and encouraging that is the sole purpose of my work.

Of course there will always be problems. But the more there is a focus on future possibilities the more yesterday's problems fade away.

*Everything* that will ever be possible is possible now. The future has always existed. Just like da Vinci's helicopter designed in the 15th century. This is what Solomon meant when he said "There is nothing new under the sun." We have access to all the possibilities there are.

Defining a possibility is exhilarating: someone sees a way to accomplish a five step process in two steps. Another person sees a totally new way to use one of the company's legacy products. Yet another invents a paint for hospital rooms that seems to accelerate healing.

There are different "levels" of possibilities. Some are called "**Adjacent Possibilities**" and they are the minor changes that make something better like going to LED from fluorescent lights. On the adjacent level problems and possibilities can seem to be the same thing.

"**Non-Adjacent**" possibilities are more challenging and usually cause significant change. Moving the company from B2C over to B2B for example or bringing robotics into your manufacturing operation.

Then, way out on the fringes, are the "**Transformative Possibilities.**" This is where the Musks, Bezos, Gates, Jobs, and other current icons live. Google, Apple and Amazon tend to own the transformative category; doing things that literally change how people live. Most businesses wonder how that could be them. Revealing how is the sole purpose of this work.

Learning to see possibilities is one thing, having the wisdom to know which to make real is another. This is where leadership comes in. Lots of factors go into deciding which to make real. But what usually stops the possibility process is a lack of courage and fear of success.