

GUIDE

FATHOM

Create a future
of your own
design

Traditional business thinking tells us:

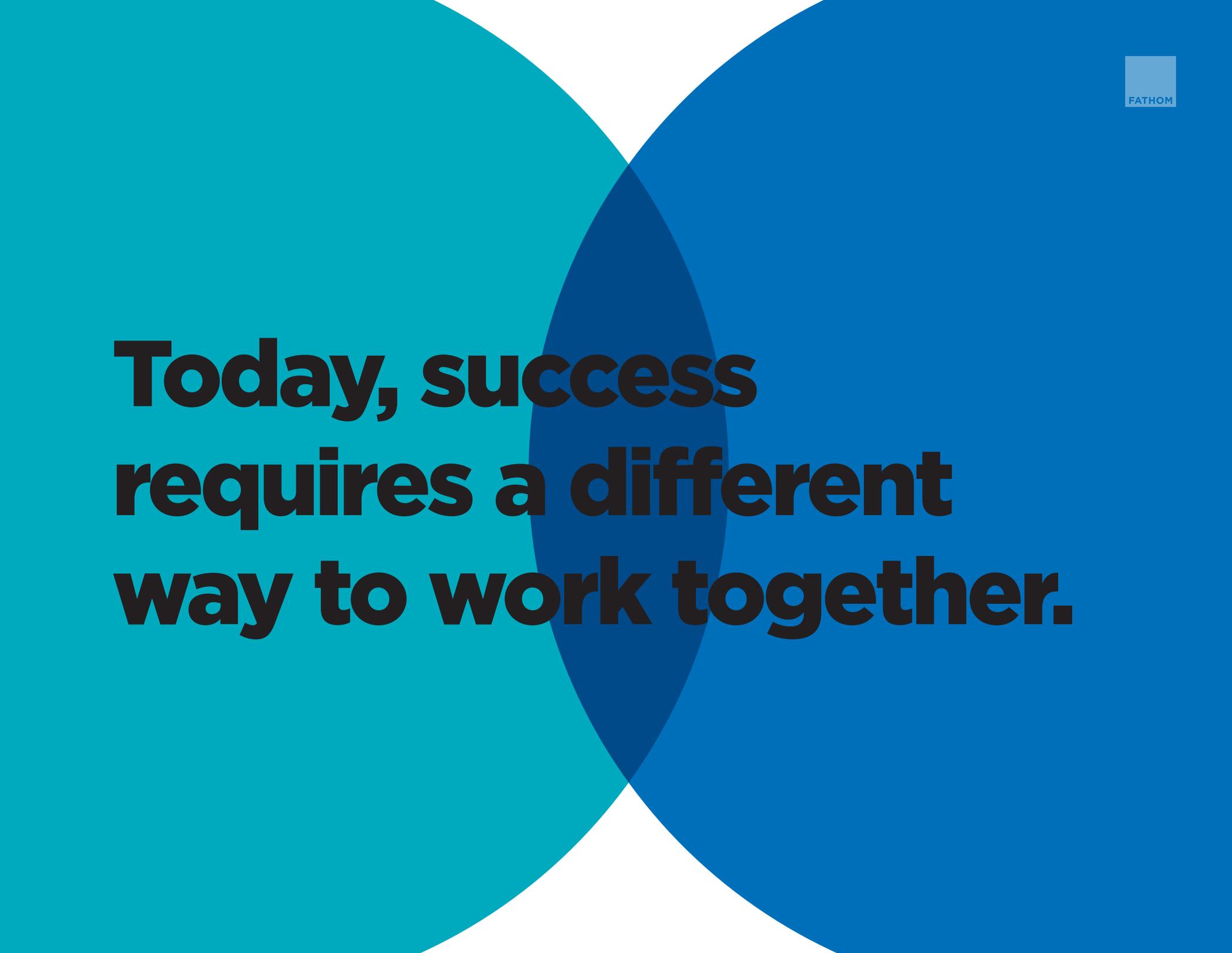
- 1** Those with the most experience have the most value to contribute
- 2** When something isn't going as planned, the organization is broken and needs to be fixed
- 3** Management hierarchy produces the best results

but...

A large, black silhouette of a person wearing a baseball cap, positioned on the right side of the image. The cap has a light blue logo on the front. The background is a solid blue color with a diagonal black line running from the top left towards the center.

**“The future
ain’t what it
used to be.”**

Yogi Berra

The background features a Venn diagram with two overlapping circles. The left circle is a light teal color, and the right circle is a darker blue. The intersection of the two circles is a darker shade of blue. The text is centered over this intersection.

**Today, success
requires a different
way to work together.**

**We need
to change
we are
thinking
from.**



Take this mind altering example:

thanks to David Foster Wallace

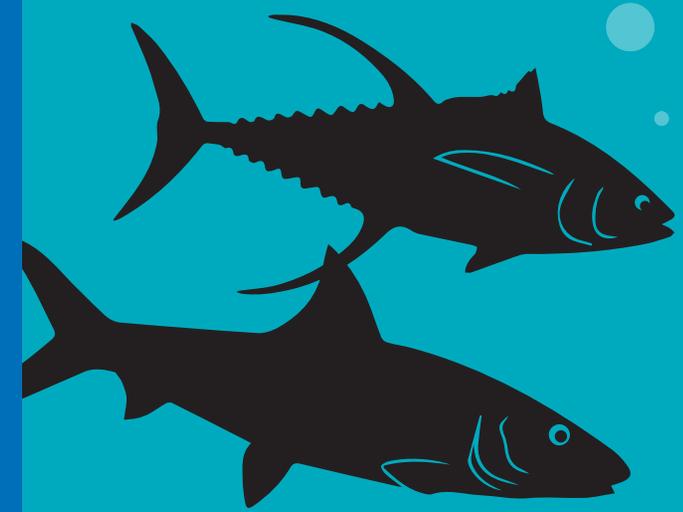
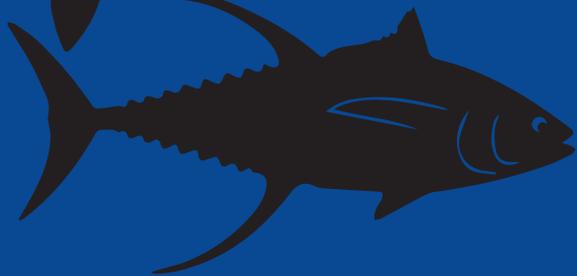
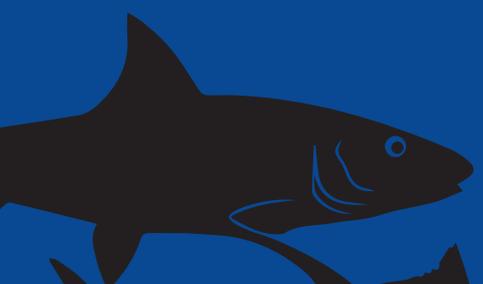
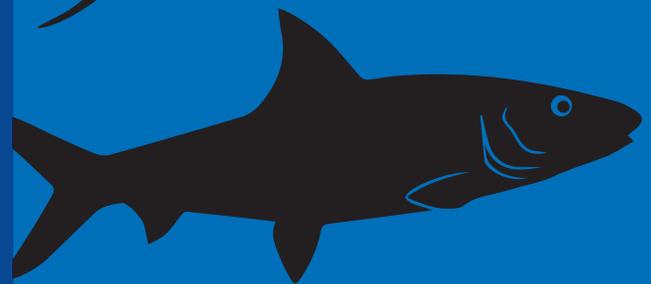
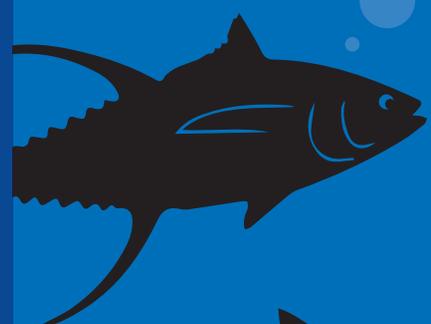
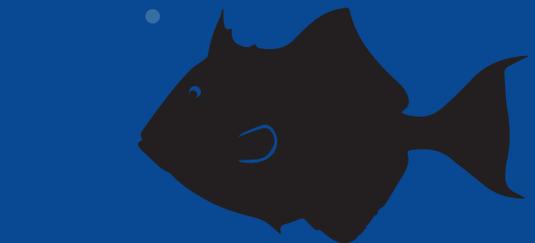
**One fish says to a
passing pair of fish...**

“Morning, boys, how’s the water?”



?

“What the hell is water?”



The moral?

**Your current business reality
is not permanent. It is simply
your current perception.**



Only when we change what we believe to be true about the world do new possibilities begin to appear.

iSeek Possibility!

**In your next interactions,
try the following three
changes in thought and
behavior.**

THINKING CHANGE

Everyone (no matter their age, position or length of employment) has something valuable to contribute.

BEHAVIOR CHANGE

Be inclusive

Try it

Bring together a group from all levels and departments to talk about what the future of your company could look like.

Begin by asking:

What would need to be true about our future to call it successful?

To get there, what should we keep doing, what should we stop doing, and what do we need to create?

THINKING CHANGE

**Nothing is wrong.
Everything is how it
needs to be to move
toward making the
future even better.**

BEHAVIOR CHANGE

**Eliminate complaining
and blaming**

Try it

In your next planning meeting, begin by intentionally honoring the past.

Begin by asking:

What has allowed us to be here taking on this challenge?

What can we do to maintain a positive outlook throughout this initiative?

THINKING CHANGE

**Relationships, not
authority, create a
strong foundation**

BEHAVIOR CHANGE

Put hierarchy aside

Try it

Create a working group based on interest and capability rather than on departments and roles

Begin by asking:

How will each of us contribute to this initiative/project?

What will need to be true about how we behave if we are to be successful?

**You have more say in the
creation of your future
than you think.**



Fathom is a Connecticut-based creative consultancy that works with brands and businesses to design futures worth fighting for.

[Fathom.net](https://www.fathom.net)