

Lime Red

FEAR *or* INSPIRATION / RESPOND *or* REACT

HOW TO USE THIS MODEL:

1. Think about the recent ideas, campaigns, initiatives, meetings, or experiences you've had in the recent months. What inspired them? Were they part of a strategy toward a goal? Or were they reactions to something that felt urgent and outside your control?

Example: We ran a campaign based on helping people save money for an possible, future financial catastrophe.

Example: We had a meeting on how we talk about our work and mission as a result of news in the #metoo movement.

2. Chart these bits in the quadrant on the next page. Did they come from fear or a inspiration? Were you using fear as a driver to move people to action or close a deal? Were you reacting or responding to a movement, a policy, a market change, or someone's leadership style?
3. Then, read the analysis on the third page.

RESPONDING

FEAR

INSPIRATION

REACTING

RESPONDING

CONCENTRATION IN THIS QUADRANT:

You have processes and standards, but something doesn't feel right. Maybe you're questioning the base intentions of your campaigns. Are you using fear to sell or move people through a pipeline? Are you living your values in your business or organization? Your goal here is to do some self-care and personal inventory on how you want to operate in this world, eventually moving to the top right.

CONCENTRATION IN THIS QUADRANT:

You've done the work to create processes to take the fear-based reaction from your day and you have a clear sense of what you need to do. Don't forget to leave room for play and creation. Codify as much as you can so you can share with others.

**FOCUSED
UNATTACHED
OBJECTIVE**

FEAR

INSPIRATION

CONCENTRATION IN THIS QUADRANT:

A concentration in this quadrant notes a need for process and system design. Take a day to identify outline processes that invite structure to your day or workflow. Your goal is to move to the center of the matrix slowly, then to a place of inspiration and response. You didn't get here in a day and you're not going to fix it in a day.

CONCENTRATION IN THIS QUADRANT:

A concentration in this quadrant means your intentions are good, passionate, but unfocused. Spend a day outlining some short-term goals and the steps to get there. Give yourself easy, accomplishable weekly tasks toward that goal. It's easy to get distracted by new ideas, so make a plan to stay the course for one that's truly Over time, with intention and self-discipline, your goal is to move up.

REACTING