

# From Next Element Consulting

## Next Element Philosophy

© 2010, Next Element Consulting, LLC



Since forming Next Element we have struggled with how to describe what we do. Our elevator speech continues to evolve, as does our website and marketing materials. All along we have shared a vision for what we wanted to do, and how we wanted to do it. That vision has inspired us, sustained us, and invigorated us along this journey. Likewise, it has brought inspiration and energy to our clients. Yet, we still struggle to describe it to others. I recently came across a section from the book Switch: How to Change Things When Change is Hard, in Fast Company magazine. The introduction read:

*"That's the first step to fixing everything from addiction to corporate malaise to malnutrition. A problem may look hopelessly complex. But there's a game plan that can yield movement on even the toughest issues. And it starts with locating a bright spot ? a ray of hope."*

Through a series of inspiring case studies the authors illustrate several core principles from the book. These principles resonated deeply with me and paralleled the Next Element philosophy. I was inspired to attempt the following description of our philosophy. Although this is no 30 second elevator speech, I hope it helps you get a sense for what to expect if you work with us.

### **Focus on what's working**

No matter what the problem, no matter how bad things are, somewhere, something is working. Somebody has found a way to cope. Against all odds, there are small pockets of success. This is where we begin. We believe that change comes from doing more of what's working, not focusing on what's broken. Energy flows where attention goes. So we focus energy and attention on what's working. This does not mean we can't quickly get to the root of a problem ? it just means that we won't dwell on it.

### **Empower Solutions From Within**

You are experts in what you do. You know your company culture, marketplace dynamics, and history better than we ever could. Rather than being an outside expert, we strive to offer perspectives and tools that help you make the most of your innate expertise.

### **Honor and Leverage Diversity**

Differences between people are not something to be tolerated, or even celebrated. They are something to

# From Next Element Consulting

be leveraged ? used actively and productively for the good of the whole.

## **Develop Sustainable Solutions**

Unless it lasts long after we are gone, we don't believe we've truly added value to your enterprise. Our intention is to help you learn, apply, and use new skills every day. Every workshop and tool we offer can be brought in-house through our "train the trainer" programs. Our goal is to move into a less visible advisor role as you take increased ownership for new learning.

## **Focus on Relationships**

Lasting change happens within relationships. As we work with you to increase your capacity for transparent, creative, and courageous approaches to tough problems, we want you to experience all those same things with us ? in each phone call, each conversation, each training session. Unless we practice what we preach in everyday relationships, we don't deserve your business.

These are the principles we intend to live out in relationships with our clients. If any of this resonates with you, we hope you will give us a call. If you are a current client and have experienced these principles, we appreciate your recommendation to others and invite you to post a comment.