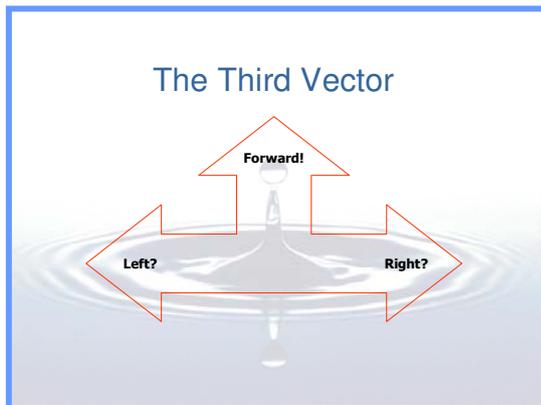


The Third Vector Approach

Almost daily - in work and private circumstances – we are confronted with apparently conflicting interests. Do I choose for the employees or for the shareholders? Do I choose for prosperity or for well-being? Do we choose for rapid growth or for consolidation? As soon as one becomes conscious of the deadlock of conflicting interests, escape is possible: start looking for the third vector. Don't yield to the temptation of choosing for the one and thereby closing off the way to the other option. Don't go left, don't go right, go ahead!

With two examples we will make clear this approach. Have a critical look at your daily practice: there must be situations in which the third vector approach will lead to much better results.



Ever lasting duality

John works as sales manager for Beecham in the UK. He came from a very poor London family and has worked himself all the way up to be able to provide his wife and children with what his father was never able to give to him. A beautiful house in the country, two cars, holidays abroad, the best schools and all the toys his children could wish for. But to earn all this he has to work so much that he has become like a stranger to his kids, his wife and even unto himself. He is close to a divorce and to losing everything that he has been working for so hard.

Mary is a freedom fighter in Liberia, who after the death of her father and brothers in a bombing has chosen to give her life for the revolution. After years of struggle the local president has been beaten and a new president has been elected. Within a year this new president proves to be as corrupt as the previous one and the people of Liberia are still suffering from starvation and aids.

This world seems to be caught in a permanent fight between good and bad, left and right, communist and capitalist, black and white, rich and poor. The number of examples are endless. This law of two - the immediate duality of all things - can be like a total inescapable prison, unless...

The Third Vector

'If you are not the miller, you must be the grain'. This old saying expresses the fact that we are a victim of whatever we are not aware of. From the moment you become conscious of the deadlock of conflicting interests, escape is possible. In other words: Awareness is 90% of the journey.

When sales manager John realises that all his work at the office is keeping him away from the people he loves, consciousness begins. He can sit down at the kitchen table with his wife to discuss what they really find important in life. What do they need to lead the life they wish for themselves and their children? How can they achieve that? Together they can decide how they want to continue from here. Which doesn't mean that John would need to quit his job, but he would probably start to use his time differently.

When freedom fighter Mary realises that driving out one dictator is no guarantee for the freedom and the well-being of the people of Liberia, consciousness begins. By letting go of fixed ideas and ideologies space is created for actual improvement of circumstances in her country.

In an office building people can fight each other all day over the question whether it's too hot or too cold in a room, whilst it is neither too hot or too cold. The third vector approach in this is to realise that every person has his or her own ideal working temperature. If one person wears a T-shirt, and the other a sweater, they might be able to work in the same room with an average temperature.

The Third Vector approach begins with resisting the lure of choosing left or right. To start looking for the third direction, which is neither left nor right, but forward!

The third vector approach:

- ◆ to realise the trap of the law of instant dualities
- ◆ to decide to not fall for the lure of either side of a duality and
- ◆ to seek for an elevation of your perception of the situation you are in

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