Self-based Organization

Transcending Capitalism

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Moment to transcend
Why transcending Capitalism?

Spirit, Soul, Body & Arena
How does all start and it expand?

Intention
What is the new paradigm to head to?

Growth and Success
What is the re-definition of growth and success?

Organization as a Self
What is the Self-based Organization?

Potential Reality
How can we become it and what can we expect?
A 12 years old kid likes to play and travel to certain nearby places. For that reason a bicycle is the best instrument to satisfy those needs.

Now this kid turns 18 years old. It is a teenager with different needs such as sharing with its partner and traveling long distances.

Is the bike going to satisfy its new needs? Most likely not

Is the bicycle broken? No... It just no longer satisfies the new job and needs

Does the bicycle need to be fixed or amended? No.... Any changes will not satisfy the new jobs and needs
This is an analogy of the Capitalism Paradigm and the Humanity. The teenager is the Humanity and the Capitalism is the bicycle. Humanity has grown up. It has evolved and reached a higher level of consciousness to a point that Capitalism became insufficient for the job and needs the Humanity now has.

Capitalism has brought innovation, wealth and new possibilities; however, it has also brought inequality, financial crises, environmental degradation and much more. There is a lot of frustration, sadness and anger for the current Capitalism outcomes.

Is the bicycle broken?
No... It just no longer satisfies the new job and needs

Does the bicycle need to be fixed or amended?
No... Any changes will not satisfy the new jobs and needs

Is the bicycle the right tool?
No... based on the current needs it will not satisfy what is required.
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2. Intention

What is the new paradigm to head to?

Capitalism doesn't require an incremental change (e.g. conscious-capitalism, sustainable-capitalism, etc) because its own essence will always be the pursuit of capital.

Let's thank it, it did its job when needed and now let's make a substantial transformation and evolve the system.

We need something totally new, a whole new business model that vibrates equal to our new consciousness. **We need to transcend Capitalism**
### 2. Intention

What is the new paradigm to head to?

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capitalism</strong> Organization (old paradigm)</td>
<td><strong>Self-based</strong> Organization (new paradigm)</td>
</tr>
<tr>
<td><strong>Ideology</strong> (believes)</td>
<td><strong>Biology</strong> (reality)</td>
</tr>
<tr>
<td>Being for</td>
<td>Doing &amp; Having for <strong>Being</strong></td>
</tr>
<tr>
<td><strong>Doing &amp; Having</strong></td>
<td><strong>Doing &amp; Having</strong></td>
</tr>
<tr>
<td><strong>Capital-focused</strong> (maximization of the money)</td>
<td><strong>Self-focused</strong> (maximization of the self)</td>
</tr>
<tr>
<td><strong>Competition &amp; Individuality</strong> (You or Me)</td>
<td><strong>Cooperation &amp; Unity</strong> (You and Me)</td>
</tr>
<tr>
<td><strong>Short, private &amp; exclusive</strong> value creation</td>
<td><strong>Long, collective &amp; open</strong> value creation</td>
</tr>
<tr>
<td><strong>Shareholders</strong> ownership, direction &amp; power</td>
<td><strong>Network</strong> ownership, direction &amp; power</td>
</tr>
</tbody>
</table>
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3. Organization as a Self

What is the Self-based Organization?

**Organization**

- **Definition**: Entity comprising a group of people that are structured and work together for a **shared purpose**.

- **Etymology**: From the Greek word *organon*, which means “tool or instrument.”

- **Analogy**: (hardware)

**Capitalism**

- **Definition**: System (economic...political) in which private actors own and control property in accord with their interests, and demand and supply...

- **Etymology**: From the Latin word *capital*, which means “head of cattle.”

- **Analogy**: (software)

We keep the Organization as a tool but change the system that is running inside. In other words, change the Capitalism “software.”
3. Organization as a Self

What is the Self-based Organization?

Current “version softwares” represented as Frameworks

**Business Canvas**

- Partners
- Activities
- Value Proposition
- Customer Relationship
- Customer Segments

- Costs
- Revenues

**Nadler-Tushman’s model**

**Firms of Endearment**

- Partners
- Customers
- Employees
- Society
- Investors

**Value Chain**

**Star framework**

**Conscious Capitalism**
### The “Self” Definition

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Self</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self awareness</strong></td>
<td>Unit that exists —consciously or unconsciously— for the purpose of being its own creation</td>
</tr>
<tr>
<td><strong>Organism structure</strong></td>
<td>Entity structured on smaller parts, each one with its own function, that are connected to carry on processes</td>
</tr>
<tr>
<td><strong>Living system</strong></td>
<td>Living thing that reacts to stimuli, reproduces, grows, adapts, and maintains homeostasis</td>
</tr>
<tr>
<td><strong>Interpersonal being</strong></td>
<td>Creature that doesn’t emerge in isolation but relates with and depends on others beings and the environment.</td>
</tr>
<tr>
<td><strong>Function agent</strong></td>
<td>Agent that isn’t simply a being but a doer: has intentions, makes choices, initiates action and make changes</td>
</tr>
<tr>
<td><strong>Entity existence</strong></td>
<td>Individual body that exists due to its objective and subjective features of existence</td>
</tr>
</tbody>
</table>

Entity that...
(1) exists, (2) functions, (3) inter-depends, (4) lives, (5) structures and (6) reflects for its (7) own purpose
3. Organization as a Self

What is the Self-based Organization?

Business setting and achieving its corporate mission

Purpose
Self

Organization = Self
As a projection of the human beings
A mirror/reflection of our thoughts, feelings and actions
A “created” organism by ourselves

Firm with its business units with their connected functions
Organism structure

Firm with suppliers and customers in the market
Interpersonal being

Company with physical assets and invisible culture
Entity existence

Function agent
Business with vision, strategies, processes and progress

Self awareness
Organization identifying itself and its attributes

Living system
Business that is incorporated, grows and improves
3. Organization as an Self

What is the Self-based Organization?

**Self-based Organization Definition**

**Organization definition**
(organon/tool/hardware)

Entity compromising a group of entities that work together for the purpose of being its Being

**Self-based definition**
(system/software)

Its reason for existence is to...
- manifest and experience
- create and become be

who is...
- Organism that embodies all organisms
  - Who it truly is
  - Best version
  - Its highestSelf
3. Organization as an Self

Visualization

What is the Self-based Organization?
3. Organization as an Self

What is the Self-based Organization?

**Dimension**

**Existence**

**State**

*Company’s ecosystem*
- Its forces and stakeholders
- The surroundings & connections

*Company’s actions*
- Its functions, processes
- The tangible strategy

*Company’s personality*
- Its inner culture
- The unconscious norms

*Company’s essence*
- Its meanings, significance
- The substance, the nature
3. Organization as an Self

What is the Self-based Organization?

A whole Self
Embodies all visible or invisible parts

A living System
Holistic, interconnected and dynamic description

A multi Perspective
Inside-out onion-layers vision

Awareness
Helps to understand the details, color, and completeness of an organization

Creation
Helps to design and structure an organization with a higher purpose—beyond capital—

Organizations as a Self that has (1) conceived purpose, (2) embodied personality, (3) shaped behaviors and (4) connected relationships as a projection of the other organisms

Leads to...
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What is the Self-based Organization?

Spirit, Soul, Body & Arena
How does all start and it expand?

Growth and Success
What is the re-definition of growth and success?

Potential Reality
How can we become it and what can we expect?
Spirit

It entails the unique and highest essence (I Am) that an organism truly is

Transcends value proposition, product, customers, market and any other element

The nucleus of the org. Answers the “Why” it exists

Benefits
- Extraordinary degree of sense of belonging
- Glues, drives and unifies everyone as a single organism
- Innovation, engagement and commitment are catalyzed
- Coherence and full version can be achieved

Characteristics
- Doesn’t come from looking outside
- Transcends value proposition, product, customers, market and any other element
- Its meaning is independent of the current environment, competition, or market trends

Intention
- What the Spirit looks like
  - The north star that guides the direction of the path

Foundations
- How to become the Spirit
  - The map and backpack to walk the path

Purpose
- Why the Spirit exists
  - The reason you decide to endeavor the path

4. Spirit, Soul, Body & Arena

How does all start and it expand?
### Soul
- Company’s personality
  - Its inner culture
  - The unconscious norms

<table>
<thead>
<tr>
<th>Leadership &amp; teams</th>
<th>No leaders, only facilitators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self-management teams</td>
</tr>
<tr>
<td></td>
<td>Team’s tasks, no individual</td>
</tr>
<tr>
<td></td>
<td>No roles, only descriptions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication &amp; Decisions</th>
<th>Full transparency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No policies just framework</td>
</tr>
<tr>
<td></td>
<td>No consensus but consent</td>
</tr>
<tr>
<td></td>
<td>Non-violent communic.</td>
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</table>

<table>
<thead>
<tr>
<th>Incentives &amp; Feelings</th>
<th>Self-set salaries</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Intrinsic motivation</td>
</tr>
<tr>
<td></td>
<td>Inner truth allowance</td>
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<td></td>
<td>Love</td>
</tr>
</tbody>
</table>

### Body
- Company’s actions
  - Its functions, processes
  - The tangible strategy

<table>
<thead>
<tr>
<th>Org. Structure &amp; Operations</th>
<th>No Investors</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Network ownership</td>
</tr>
<tr>
<td></td>
<td>Project based operations</td>
</tr>
<tr>
<td></td>
<td>Cell-based structure</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Revenue model &amp; Goods/Services</th>
<th>Par per task</th>
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<tbody>
<tr>
<td></td>
<td>Public/common goods</td>
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<tr>
<td></td>
<td>Crowdsource input</td>
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<td></td>
<td>Trust system</td>
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<table>
<thead>
<tr>
<th>Marketing &amp; Sales</th>
<th>No marketing, just WOM</th>
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<tbody>
<tr>
<td></td>
<td>Pay what you want</td>
</tr>
<tr>
<td></td>
<td>Product/service marketing</td>
</tr>
<tr>
<td></td>
<td>Pricing structure disclosure</td>
</tr>
</tbody>
</table>

### Arena
- Company’s ecosystem
  - Its forces and stakeholders
  - The surroundings & connections

<table>
<thead>
<tr>
<th>Society &amp; Users</th>
<th>Democratization &amp; Access</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Projects by the users</td>
</tr>
<tr>
<td></td>
<td>Society volunteering</td>
</tr>
<tr>
<td></td>
<td>Full open door policy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Economy &amp; Politics</th>
<th>No lobbying</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fair trade</td>
</tr>
<tr>
<td></td>
<td>PPPs unlock</td>
</tr>
<tr>
<td></td>
<td>No non-compete agreement</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Technology &amp; Network</th>
<th>Platforms of value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wisdom of crowd</td>
</tr>
<tr>
<td></td>
<td>Cooperation-connection</td>
</tr>
<tr>
<td></td>
<td>Network scalability</td>
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How can we become it and what can we expect?
5. Growth and Success
What is the re-definition of growth and success?

**Capital Paradigm**
- **Wealth (Capital)**
  - Generates (sales, EBITDA, profits, stock price, ROI)
    - Google, Apple
  - Captures (revenue, market cap, market share)
    - Amazon, Meta
- **Grows** (fastest getting users, funding, exit)
  - Tesla, Uber

**Self-based Paradigm**
- **Self (Being)**
- **Perceptions** (power, reputation or innovation)
  - McKinsey & Company
- **Harmony**
- **Unity**
- **Coherence**
Coherence

Alignment among dimensions: Spirit-Aura-Body-Arena
Consistency among company’s Why->What->How->Where
Purpose 🔄 Culture 🔄 Actions 🔄 Surroundings

Logical and congruent *vertical alignment* among dimensions

5. Growth and Success
What is the re-definition of growth and success?
Harmony

Eloquent combination among attributes within each dimension
Suitable arrangement of practices, principles, structures or purposes

Fit and syntonic horizontal compatibility among attributes

Attributes per Dimension

- **Spirit**
  - Purpose
  - Foundations
  - Intention

- **Aura**
  - Team
  - Leadership
  - Communication
  - Decision
  - Change
  - Feelings

- **Body**
  - Org. Structure
  - Operations
  - Marketing
  - Revenue Model
  - Sales
  - Support

- **Arena**
  - Users
  - Society
  - Suppliers
  - Environment
  - Economy
  - Politics

Harmonic Compatibility

1st Harmonic | Frequency = N
2nd Harmonic | Frequency = 2xN
3rd Harmonic | Frequency = 3xN
4th Harmonic | Frequency = 4xN
5th Harmonic | Frequency = 5xN
6th Harmonic | Frequency = 6xN
7th Harmonic | Frequency = 7xN

5. Growth and Success

What is the re-definition of growth and success?

Starting Point/Reference: Arena
5. Growth and Success
What is the re-definition of growth and success?

Unity

All **dimensions** and **attributes** aligned and compatible together to form a united whole

Overall sense of cohesion and inter-connection of **all the company elements**

Weaved and integrated **horizontal & vertical** dimensions & attributes

Oneness / Wholeness
5. Growth and Success
What is the re-definition of growth and success?

The state of being **Coherent, Harmonious** and **United**
A [congruent and aligned], [articulated and eloquent], [connected and integrated] being

Coherence

Harmony

Unity
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6. Potential Reality
How can we become it and what can we expect?

Creation process of a Self-based Organization

Business Model + Purpose
Organization with at least a validated business model

Set the Spirit of the organization: Purpose, Foundations and Intention,

Inside-out progressive implementation
Starts with the Spirit, and then it roll-outs with an inside to an outside approach

Not a binary outcome, rather, a transformation journey or learning process

Being that reality
Inner-self consciousness.
Vibrate in the same frequency as this potential reality.

Resonate with this paradigm; think and feel—from an inner perspective—that this is true.
6. Potential Reality
How can we become it and what can we expect?

<table>
<thead>
<tr>
<th></th>
<th>Communism</th>
<th>Capitalism</th>
<th>Self-based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Equality (Fair distribution of the wealth)</td>
<td>Capital (Gain of external wealth)</td>
<td>Being (Development of the self/purpose)</td>
</tr>
<tr>
<td>Metrics of Success</td>
<td>Fair distribution of the wealth with absence of social classes</td>
<td>Gain, growth and accumulation of external wealth</td>
<td>Coherence, Harmony and Unity of the highest Self/purpose</td>
</tr>
<tr>
<td>Actor</td>
<td>Government</td>
<td>Market (Companies)</td>
<td>Network (Self-based Organizations)</td>
</tr>
</tbody>
</table>
| Principles & Tools | (i) Central planning  
(ii) State ownership  
(iii) Distribution of necessaries  
(iv) Control | (i) Free markets  
(ii) Private property  
(iii) Capital accumulation  
(iv) Competition | (i) Homeostasis  
(ii) Public/Common goods  
(iii) Organism wellbeing  
(iv) Cooperation |
| Segment focus | For the collective  
 Doesn’t consider the dignity of the individual, but the dignity of the collective | For the individual  
 Respects the freedoms of the individual but little of the collective | For the Organism  
 (individual and collective)  
 Considers the system as a whole, individual and collective are an organism |
6. Potential Reality
How can we become it and what can we expect?

How to make that transcendence?

Capitalism Paradigm

Self-based Paradigm

Systems are just a creation of humanity
We are dealing with a whole concept of how we —Humanity— conceive and live our life, our existence, our selves.

Therefore, it is humanity that has to transform, not the system.

Consciousness, not Unconsciousness
Evolutionary process not a revolutionary endeavor
Transcending not only the system but also the methods
Integrate the old paradigm: do not judge but recognize

Individual resonance
Not planned, rather how individuals see fit
Not imposed but personal resonance
Individual makes an inner conscious process

Be the example
Start by being that transcendence
Express it but do not enforce it
Be that platform of tools and perspective
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