



Self-based Organization

Transcending Capitalism

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JOURNEY

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

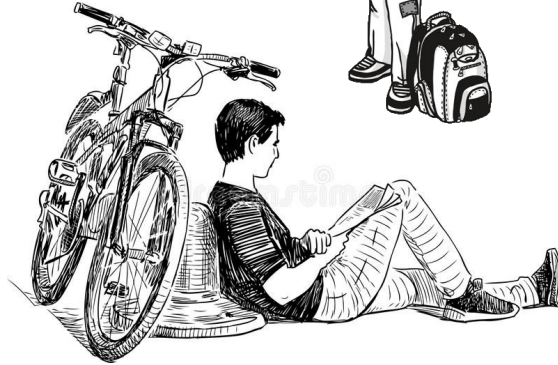
How can we become it and what can we expect?

1. Moment to Transcend

Why transcending Capitalism?



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

1. Moment to Transcend

Why transcending Capitalism?

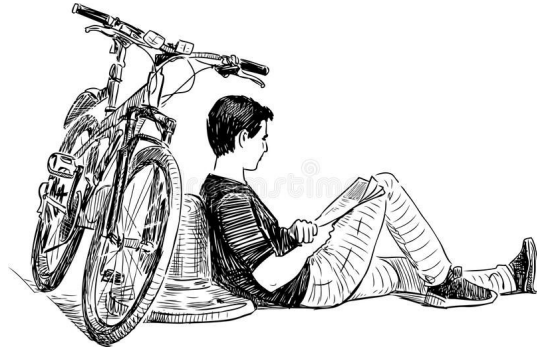
This is an analogy of the Capitalism Paradigm and the Humanity.
The teenager is the Humanity and the Capitalism is the bicycle



Humanity



Capitalism



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.

Capitalism
Is the ~~bicycle~~ broken?

No... It just no longer satisfies the new job and needs

Capitalism
Does the ~~bicycle~~ need to be fixed or amended?

No... Any changes will not satisfy the new jobs and needs

Capitalism
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

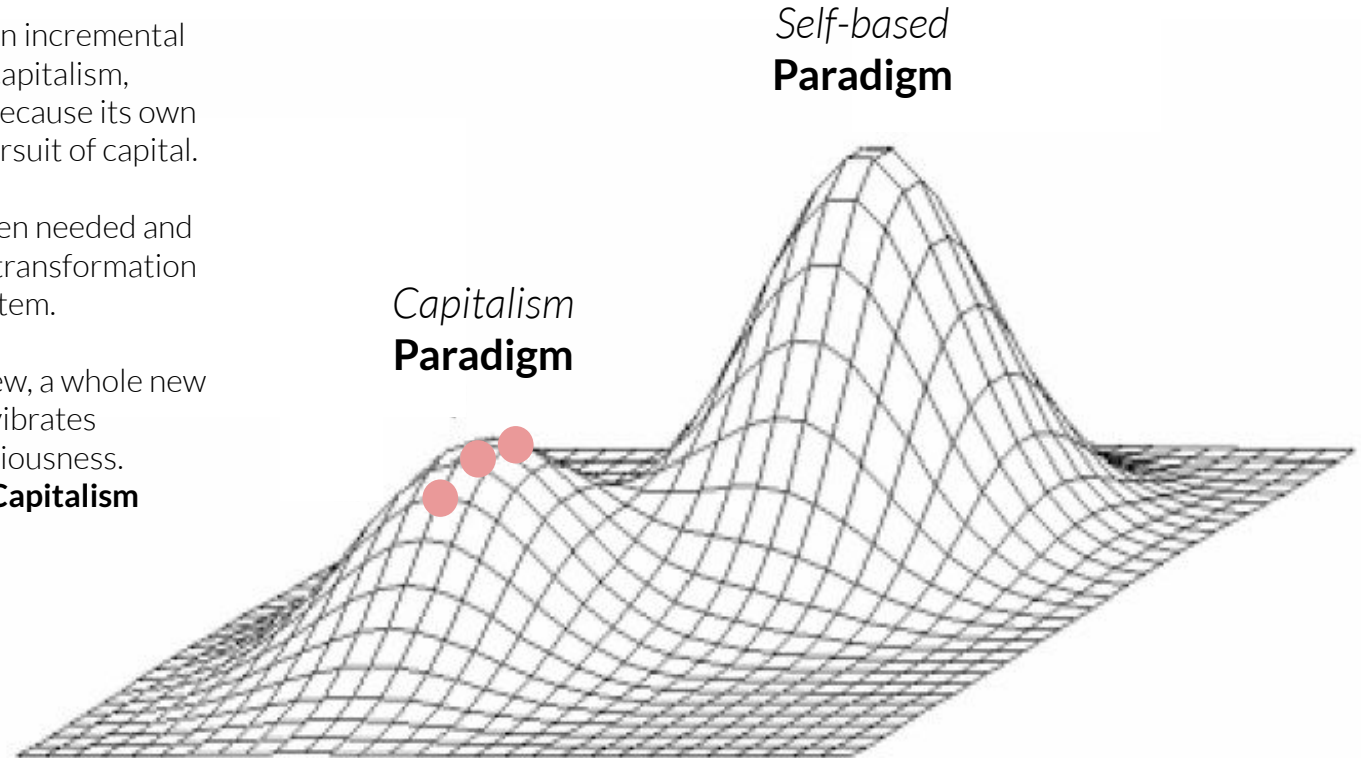
What is the new paradigm to head to?

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.

Lets 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?

From



To

Capitalism Organization
(old paradigm)

Self-based Organization
(new paradigm)

Ideology
(believes)

Biology
(reality)

Being for
Doing & Having

Doing & Having
for **Being**

Capital-focused
(maximization of the money)

Self-focused
(maximization of the self)

Competition & Individuality
(You or Me)

Cooperation & Unity
(You and Me)

Short, private & exclusive
value creation

Long, collective & open
value creation

Shareholders
ownership, direction & power

Network
ownership, direction & power

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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"



(hardware)

Capitalism

System (economic...political)

in which private actors own and control property in accord with their interests, and demand and supply...

From the Latin word **capital**, which means "head of cattle"



(software)

Analogy

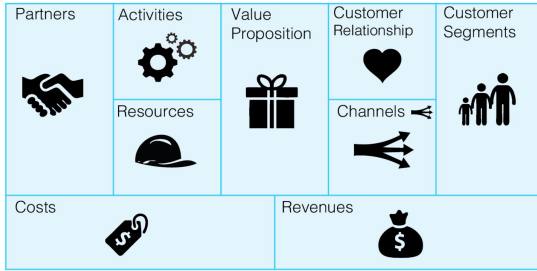
We keep the Organization as a tool but change the system that is running inside. In other words, change the Capitalism "software"

3. Organization as a Self

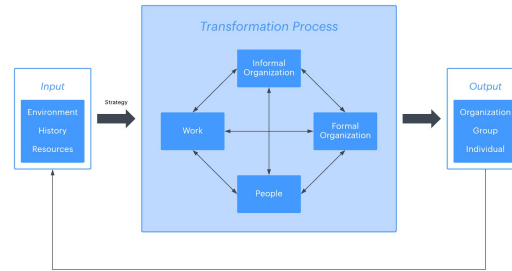
What is the Self-based Organization?

Current “version softwares” represented as Frameworks

Business Canvas



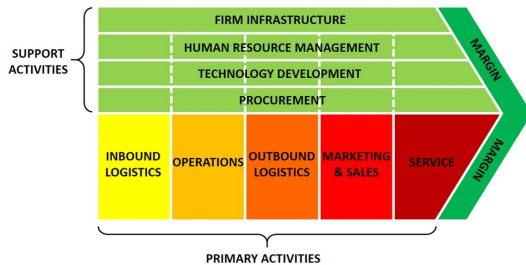
Nadler-Tushman’s model



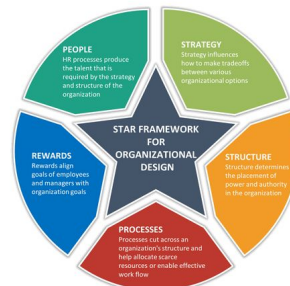
Firms of Endearment



Value Chain



Star framework



Conscious Capitalism



3. Organization as a Self

What is the Self-based Organization?

The "Self" Definition

Entity that...

- (1) exists, (2) functions,
- (3) inter-dependes, (4) lives,
- (5) structures and (6) reflects for its
- (7) own purpose

**Purpose
Self**



Unit that exists —consciously or unconsciously— for the purpose of being its own creation

**Self
awareness**



Object of its own reflective consciousness by referencing itself from a subjective perspective

**Organism
structure**



Entity structured on smaller parts, each one with its own function, that are connected to carry on processes

**Living
system**



Living thing that reacts to stimuli, reproduces, grows, adapts, and maintains homeostasis

**Interpersonal
being**



Creature that doesn't emerge in isolation but relates with and depends on others beings and the environment.

**Function
agent**

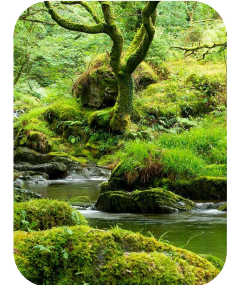


Agent that isn't simply a being but a doer: has intentions, makes choices, initiates action and make changes

**Entity
existence**



Individual body that exists due to its objective and subjective features of existence

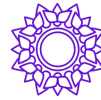


3. Organization as a Self

What is the Self-based Organization?

*Business setting
and achieving its
corporate mission*

Purpose Self



*Firm with its business
units with their
connected functions*

Organism structure



Self awareness

*Organization
identifying itself
and its attributes*

*Firm with suppliers
and customers in
the market*

Interpersonal being



Organization = Self

As a projection of
the human beings

A mirror/reflection of our
thoughts, feelings and actions

A "created" organism
by ourselves



Living system

*Business that is
incorporated, grows
and improves*

*Company with
physical assets and
invisible culture*

Entity existence



Function agent

*Business with vision,
strategies, processes
and progress*

3. Organization as an Self

What is the Self-based Organization?

Self-based Organization Definition

Organization definition

(organon/tool/hardware)



Entity comprising a group of entities
that work together for the purpose of



Self-based definition

(system/software)

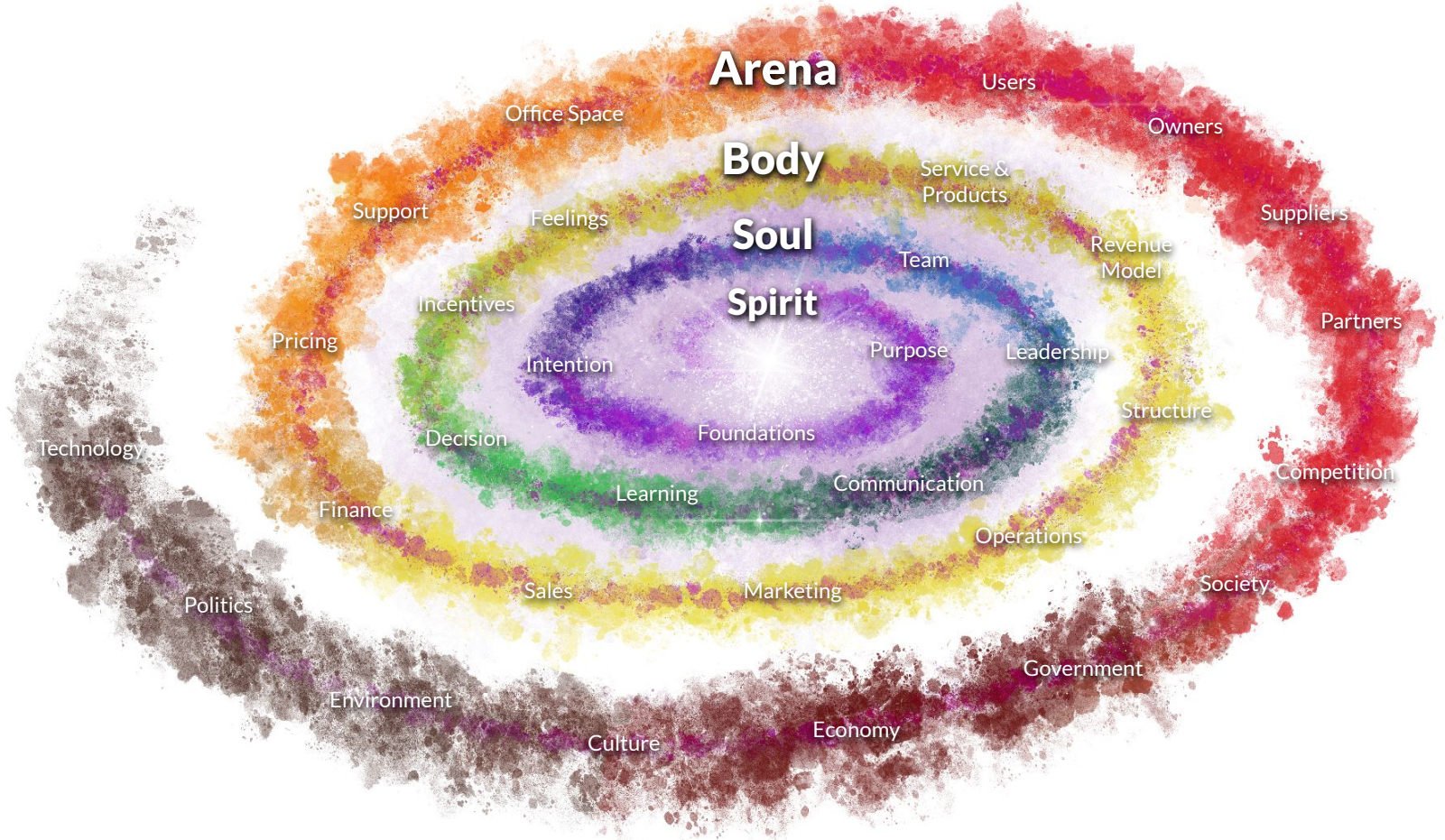
Its reason for existence is to...
manifest and experience
create and become
be

who is...
Organism that embodies all organisms
Who it truly is
Best version
Its highest Self

3. Organization as an Self

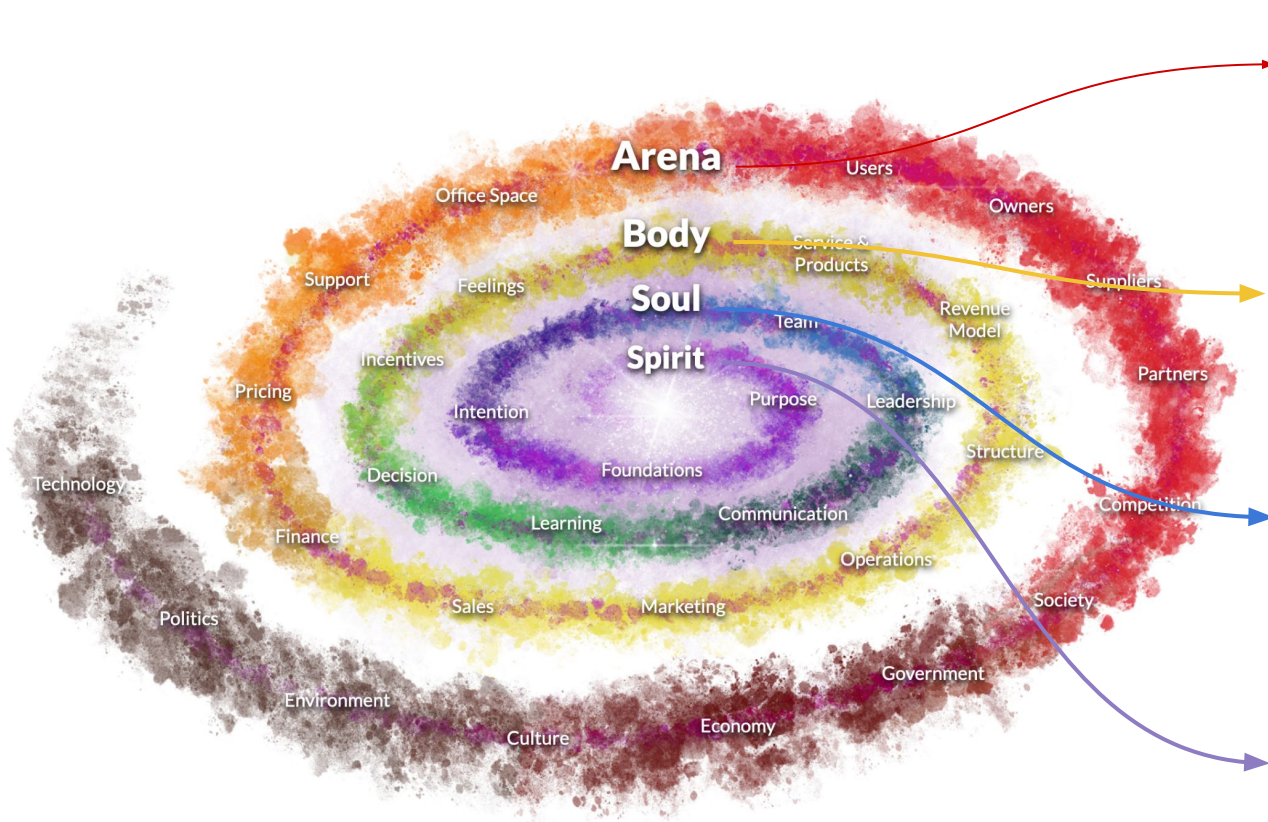
What is the Self-based Organization?

Visualization



3. Organization as an Self

What is the Self-based Organization?



<u>Dimension</u>	<u>Existence</u>	<u>State</u>
Arena	WHERE	BEING in space (ESTAR)
Company's ecosystem Its forces and stakeholders The surroundings & connections		
Body	WHAT	HAVING (TENER)
Company's actions Its functions, processes The tangible strategy		
Soul	HOW	DOING (HACER)
Company's personality Its inner culture The unconscious norms		
Spirit	WHY	BEING in time (SER)
Company's essence Its meanings, significance The substance, the nature		

3. Organization as an Self

What is the Self-based Organization?

A living System

Holistic, interconnected and dynamic description

A whole Self

Embodies all visible or invisible parts

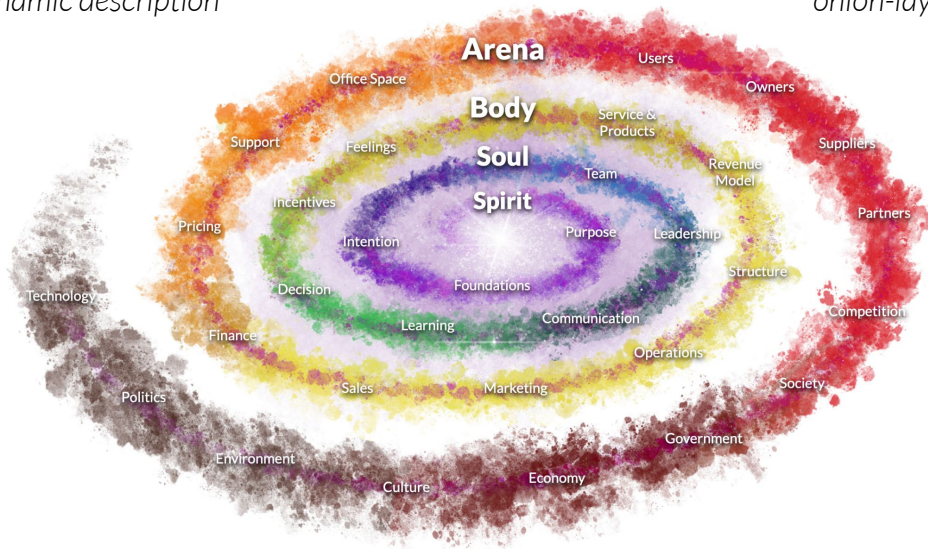
A multi Perspective


Inside-out onion-layers vision

Leads to...


Awareness

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



Leads to...


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

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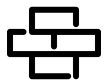
What is the Self-based Organization?

Potential Reality

How can we become it and what can we expect?

4. Spirit, Soul, Body & Arena

How does all start and it expand?



Foundations

How to become the Spirit

The map and backpack to walk the path

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



Purpose

Why the Spirit exists

The reason you decide to endeavor the path



Intention

What the Spirit looks like

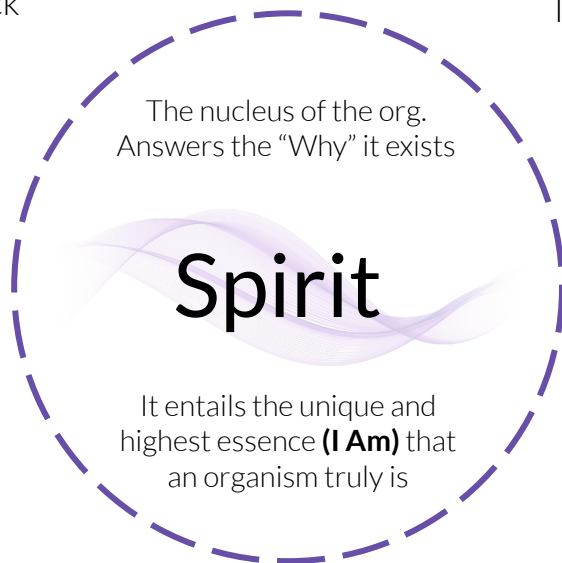
The north star that guides the direction of the path

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



4. Spirit, Soul, Body & Arena

How does all start and it expand?



Company's personality
Its inner culture
The unconscious norms

Leadership & teams



- ▶▶ No leaders, only facilitators
- ▶▶ Self-management teams
- ▶▶ Team's tasks, no individual
- ▶▶ No roles, only descriptions

Communication & Decisions



- ▶▶ Full transparency
- ▶▶ No policies just framework
- ▶▶ No consensus but consent
- ▶▶ Non-violent communic.

Incentives & Feelings



- ▶▶ Self-set salaries
- ▶▶ Intrinsic motivation
- ▶▶ Inner truth allowance
- ▶▶ Love



Company's actions
Its functions, processes
The tangible strategy

Org. Structure & Operations



- ▶▶ No Investors
- ▶▶ Network ownership
- ▶▶ Project based operations
- ▶▶ Cell-based structure

Revenue model & Goods/Services



- ▶▶ Par per task
- ▶▶ Public/common goods
- ▶▶ Crowdsourc input
- ▶▶ Trust system

Marketing & Sales



- ▶▶ No marketing, just WOM
- ▶▶ Pay what you want
- ▶▶ Product/service marketing
- ▶▶ Pricing structure disclosure



Company's ecosystem
Its forces and stakeholders
The surroundings & connections

Society & Users



- ▶▶ Democratization & Acces
- ▶▶ Projects by the users
- ▶▶ Society volunteering
- ▶▶ Full open door policy

Economy & Politics



- ▶▶ No lobbying
- ▶▶ Fair trade
- ▶▶ PPPs unlock
- ▶▶ No non-compete agreement

Technology & Network



- ▶▶ Platforms of value
- ▶▶ Wisdom of crowd
- ▶▶ Cooperation-connection
- ▶▶ Network scalability

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5. Growth and Success

What is the re-definition of growth and success?

Capital Paradigm

Self-based Paradigm

Definition

Wealth (Capital)

Self (Being)

Generates
(sales, EBITDA,
Profits, stock price, ROI)

Google Apple

Captures
(revenue, market
cap, market share)

amazon Meta



Coherence

Metrics

Grows
(fastest getting
users, funding, exit)

TESLA Uber

Perceptions
(power, reputation
or innovation)

JPMORGAN CHASE & CO. McKinsey & Company



Harmony



Unity

5. Growth and Success

What is the re-definition of growth and success?

△ Coherence

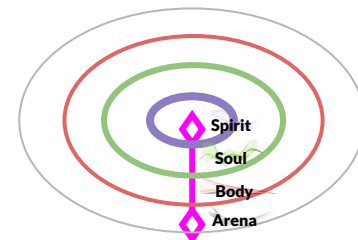
Alignment among dimensions: **Spirit-Aura-Body-Arena**

Consistency among company's **Why->What->How->Where**

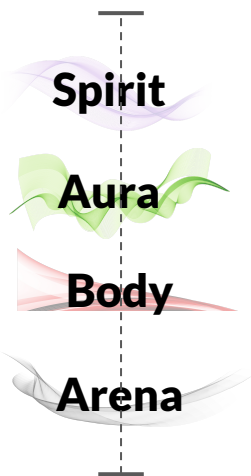
Purpose ▷◁ Culture ▷◁ Actions ▷◁ Surroundings

Logical and congruent
vertical alignment
among dimensions

Starting Point/
Reference: **Spirit**



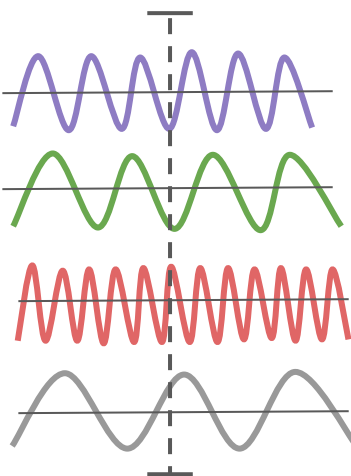
Dimension



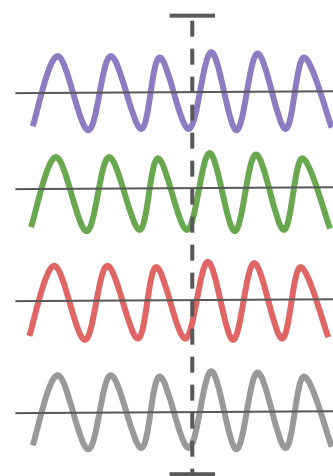
Meaning

- Company's essence**
(its reason to exist)
- Company's personality**
(its invisible culture)
- Company's actions**
(its tangible functions)
- Company's surroundings**
(its outside connections)

Incoherence



Coherence



5. Growth and Success

What is the re-definition of growth and success?

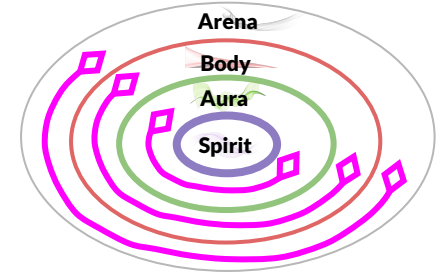
Harmony

Starting Point/
Reference: **Arena**

Eloquent combination among **attributes** within each dimension

Suitable arrangement of **practices, principles, structures or purposes**

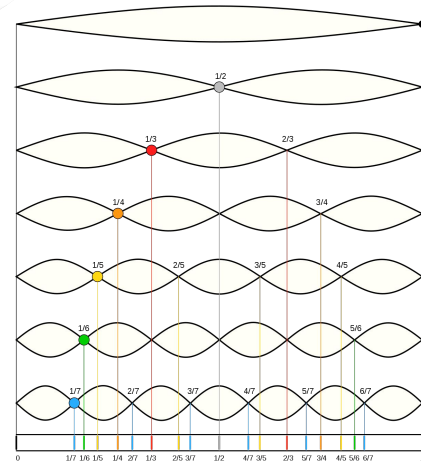
Fit and syntonic
horizontal compatibility
among **attributes**



Attributes per Dimension



Harmonic Compatibility



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

5. Growth and Success

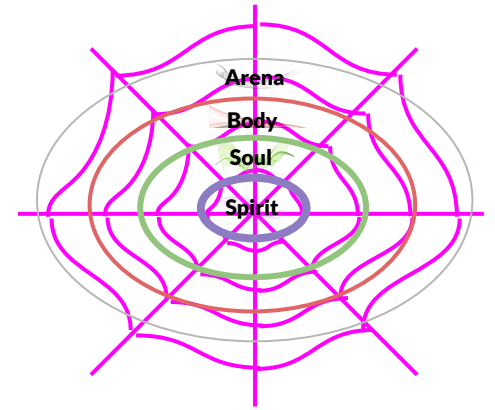
What is the re-definition of growth and success?



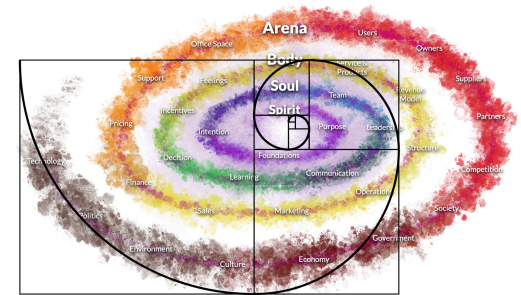
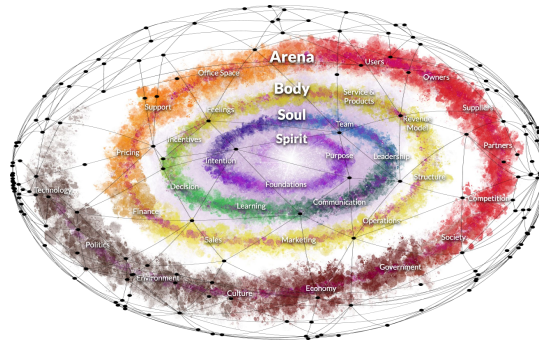
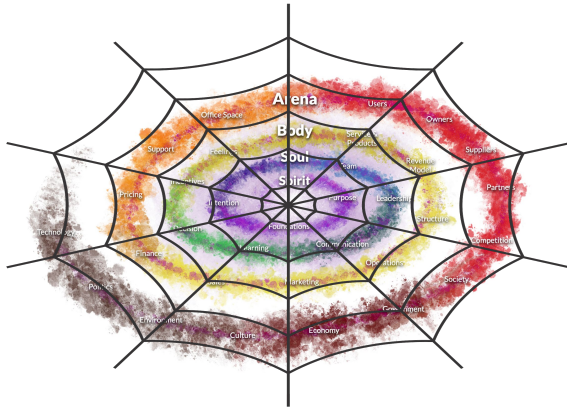
All **dimensions** and **attributes** aligned and compatible together to form a united whole

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

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



Oneness / Wholeness



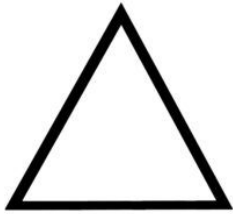
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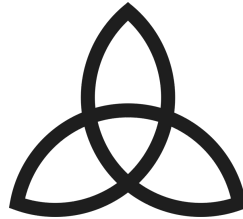
The state of being
Coherent, Harmonious and **United**

A **[congruent and aligned], [articulated and eloquent], [connected and integrated]** being

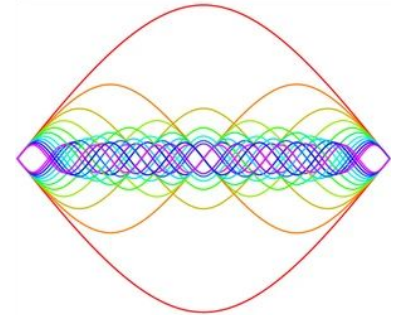
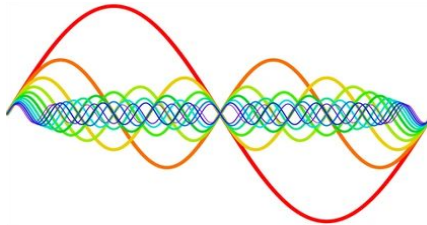
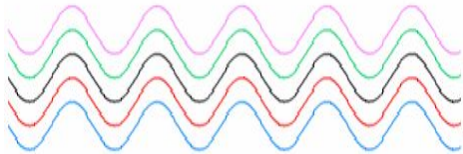
Coherence



Harmony



Unity



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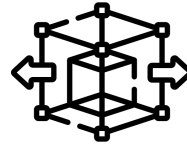
Creation process of a Self-based Organization



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?

Communism

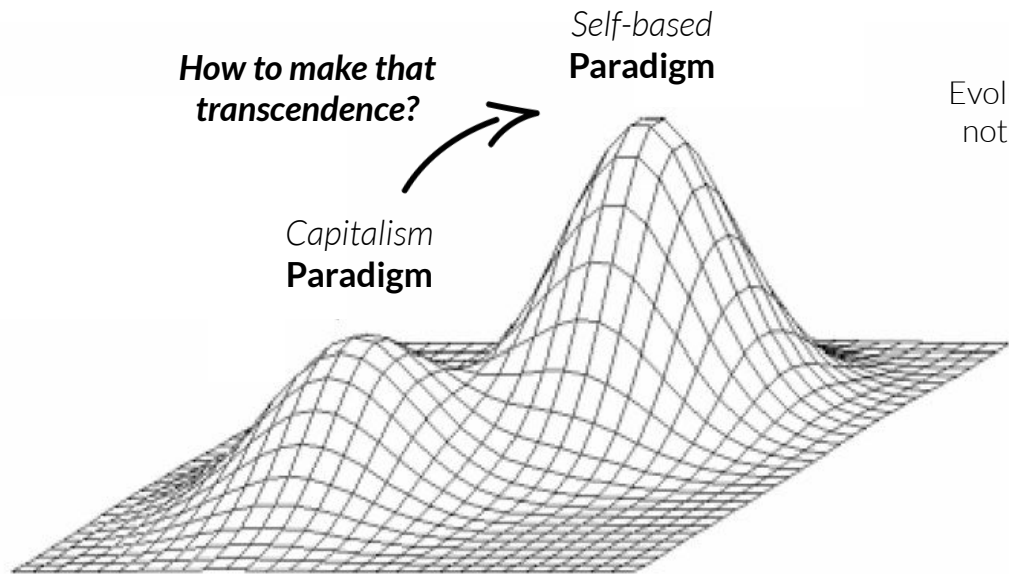
Capitalism

Self-based

Goal	Equality (Fair distribution of the wealth)	Capital (Gain of external wealth)	Being (Development of the self/purpose)
Metrics of Success	Fair distribution of the wealth with absence of social classes	Gain, growth and accumulation of external wealth	Coherence, Harmony and Unity of the highest Self/purpose
Actor	Government	Market (Companies)	Network (Self-based Organizations)
Principles & Tools	(i) Central planning (ii) State ownership (iii) Distribution of necessities (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?



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.

1

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

2

Individual resonance

Not planned, rather
how individuals
see fit

Not imposed
but personal
resonance

Individual makes
an inner conscious
process

3

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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MY JOURNEY



REVALUANDO EL CAPITALISMO: REPENSAR LOS MODELOS ORGANIZACIONALES CAPITALISTAS

DIMITRI ESTEBAN ALEJO GIRALDO
Universidad de los Andes

Este artículo tiene el objetivo de indicar porqué es necesario que el modelo organizacional de corte capitalista esté siendo repensado y su estructura y propósito y a su vez, proponer un enfoque organizacional alternativo al cual se estructura con base en los fundamentos teóricos, el capital y producción social y el "financiamiento", muestra cómo esta prioridad la búsqueda del otro conocimiento, social y ambiental. El procedimiento propuesto se basa e se apoya en una revisión de literatura de diferentes autores en diferentes campos, que a pesar de tener diferentes perspectivas, llegan a un punto común: la necesidad de cambiar el modelo organizacional de corte capitalista y de re-plantear sus propósitos al respecto. Este trabajo propone comprender los tradicionales modelos de organización corporativa, y así mismo demostrar que es posible reemplazarlos por alternativas y reestructurarlos como el del modelo capitalista.

Palabras clave: modelo organizacional, capitalismo, recursos, empresas, revisión de literatura, propósito

"It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their own self-interest."

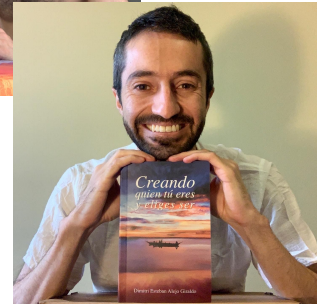
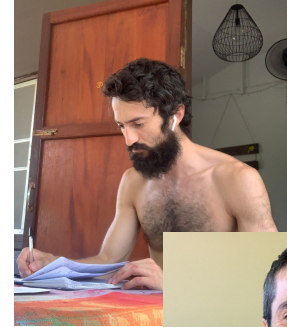
— Adam Smith, The Wealth of Nations, 1776

Smith en su libro The Wealth of Nations (1776), ilustra cómo a través de la acción de la mano invisible del mercado se puede explicar la forma como se regulan en sí mismas las interacciones

especial protagonismo: la competencia y la propiedad privada (Bowles, Edwards, & Rosenthal, 2005).

En particular, el concepto de la mano invisible y la competencia dentro del mercado que se lleva a cabo entre individuos y organizaciones, se basa principalmente en el argumento de que en un mercado libre, "la búsqueda del propio interés del ser humano" y no, como se dice comúnmente, "la búsqueda del propio interés del ser humano" es el motor que impulsa la producción económica de bienes y servicios.

debido a que cada gira en busca de un momento de



MY JOURNEY



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Transcending Organizational Models: Chasing examples and Identifying attributes

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Abstract

From Milton Friedman to Adam Smith, capitalism has been built under principles of self-interest, profits maximization, and "recipes for success". This paradigm has created a lot of pain and disbelief, as well as serious economic, social and environmental co... [more]

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MY JOURNEY





Self-based Organization

Thank you!

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