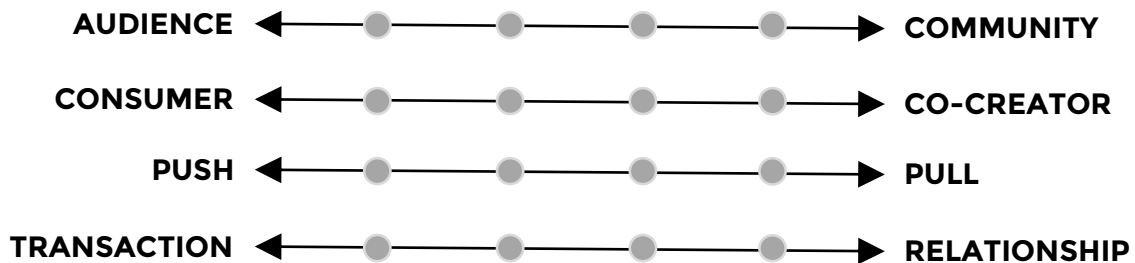


IMAGINE NEW MODELS

| | | | | |
|----------|--------|------------|---------|---|
| Concert | Market | Expedition | Network | ? |
| Carnival | Circus | Reunion | ? | ? |

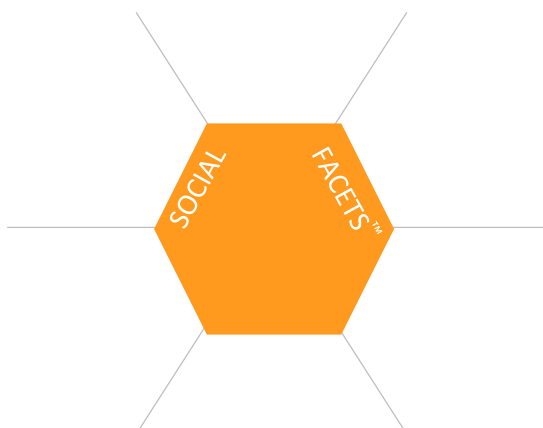
MAKE THE SHIFT



ELEVATE YOUR PURPOSE

| | |
|----------------------------|--|
| WITH (Co-Create) | |
| FOR (Contribute) | |
| TO (Transact) | |

CREATE A SHARED IDENTITY



We are ...

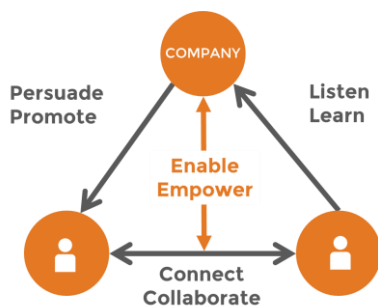
WEAVE YOUR NARRATIVE

| | Past | Present | Future |
|----------|------------------|--------------|---------------------|
| JOURNEY | Where we've been | Where we are | Where we are going |
| IDENTITY | Who we've been | Who we are | Who we are becoming |

MINT SOCIAL CURRENCIES

| | WHAT (New/Existing) | EXCHANGE (Where/When) | VALUE (Status/Utility) |
|---|------------------------|--------------------------|---------------------------|
| A | | | |
| B | | | |
| C | | | |

GENERATE GRATITUDE



KEEP EXPLORING

- Mark Bonchek in *Harvard Business Review*
- “Purpose is Good, Shared Purpose is Better”
<http://bit.ly/hbr-shared-purpose>
 - “Social Currency and the Gift Economy”
<http://bit.ly/hbr-social-currency>
 - “People are the New Channel”
<http://bit.ly/hbr-people-channel>

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