



## Creating the GOD Company

### Description

There is divinity in every enterprise, Big and Small. I will go so far as saying there is GOD in every enterprise! Did you just raise an eyebrow? Let me explain. *Spiritually speaking, if GOD is in each one of us and we're but HIS manifestation, shouldn't there be a more powerful version of HIM in a collective enterprise that has energies working together for a greater purpose (or at least trying to!)?*

If the infinite supreme that we refer to as GOD is all-pervading and all-inclusive, then by the very nature of HIS being, enterprises of all sizes are necessary and deserve to co-exist within HIM and as manifestations of HIM. There is a natural, self-regulatory balance that is achieved because of this. It is then safe to deduce that the measure of the enterprise's success and how long it lasts is then defined by how much or less of HIM is in the fabric of their being.

Metaphorically speaking, therefore, every sustain-ably successful enterprise has three gears working together, endlessly, without friction, feeding into each other's ceaseless motion forward: *Generators, Operators and Destroyers, GODs for the acronym-lovers*. Why do we need them and how do we go about surrounding ourselves with these manifestations of the 'holy trinity' in good measure? That is the name of this game called life or business or both, since one is the other, right?

**Generators:** These persons are the natural creators/ ideators/ initiators. This is their Swadharma – their natural wont, inclination, their destiny if you will!

These are the Brahma manifestations that come up with ideas, create the concepts, identify opportunities, fathom projects/ products etc. that pretty much define the collective enterprise. They are the architects not burdened by logic or reason whose minds can see endless possibilities, the very engines of change and initiative. They give life to the collective. BUT, they are not almighty by themselves.

In expending all their energies on the aspect of Generation, they unconsciously seek out others who can maintain, nurture, preserve, incubate, monitor, moderate etc. in order that their creations do not die. They NEED *Operators* to complete their task and in a sense complete them! The irony, of course, is that Generators more often than not, despise Operators!

Think about it – Generators are free-thinkers who despise rules, hate micro-management, are annoyed by processes and deplore routine. In effect, they despise the very character of their *bête-noire* Operators and yet cannot thrive without them! Is this a problem? Nope – it is in fact a God-sent opportunity! Read on...

**Operators:** They are the nurturers/ protectors/ guides/ mentors/ managers/ leaders et al. This is their Swadharma. They are the Vishnu manifestations that nurture ideas, give shape to concepts, execute and ensure project completion.

They are the 'Managers', if you please, who can appreciate the brilliance of creativity and yet excel in working with logic and reason. Their minds are focused on ensuring prosperity and abundance, while being pragmatic and fair, without getting swayed. In effect, they nurture the life of the collective and balance change with continuity. BUT, they are not Almighty by themselves either...

While they use their energies on this aspect of Operation, they consciously seek out others who can finish, close out, stop, and destroy etc. in order that the created leave the stage after their lifespan, to make way for the new. They NEED *Destroyers* to complete their task and in a sense complete them!

As irony goes, they too despise their Yang-halves, the Destroyers! After all, if one is naturally inclined to preserve and nurture, one will therefore hate the disrupters, naysayers, the critics, the tough-task-masters, the finishers if you will. Yet, they cannot thrive without these chaps! And therein lies our other God-sent opportunity...

**Destroyers:** These are the disrupters, critics/ doubters/ the skeptics/ the tough-call-takers/ the closure-specialists/ the devil's advocates if you please. It is their Swadharma.

They are the Shiva manifestations who know when it is time to pull the plug, kill an idea, stop a project, phase-out a product, ease out a resource, disrupt an entrenched process etc. They are unaffected by the creative genius behind a creation or the perseverance that nurtured it. They are neither driven by emotion nor by logic. They are the change-agents who decisively influence the course of the collective's journey. BUT, they are not Almighty by themselves.

While exhausting their energies on this aspect of Destruction, they actually seek out *Generators* in order that creation can start again.

They NEED *Generators* to complete their task and complete the trinity, even though they hate their ilk! It makes sense doesn't it? By nature, if they are adept at disrupting, they must abhor the ideators, the creators, the dreamers who made those things in the first place!

OK. Point made and well-taken I hope. Now imagine the perfect collective enterprise that has somehow managed the perfect mix of Generators, Operators and Destroyers, who are working with and seemingly against each other, in a symbiotic manner. They could have managed to achieve this by

having an eco-space that encourages each of these manifestations to blossom individually as well as collectively.

How could this have happened? In HR parlance, we can hazard to guess that their 'self-defined KRAs' demanded that Generators *actually seek out and bring Operators* who can nurture their creativity, into the Collective. Similarly, Operators *are expected to find and bring in Destroyers* who can put out their outdated projects and disrupt the cruise-mode. Finally, the Destroyers *are mandated to hunt for Generators* who can create anew post their disruptive actions.

Net-net, there is a self-sufficient eco-system that looks after itself and its talent needs! They are all leaders in their own right, working autonomously yet collaboratively as stakeholders. This three-way yin-yang, if you can imagine it, is naturally self-balancing, fair, self-feeding and sustainable, destined for equitable success, don't you think?

*Can you visualize its in-built, self-check mechanisms because of the very opposing natures of the three forces that drive it, like conjoined levers or gears, a smooth, flowing three-petaled Yin-Yang?*

And then there is the aspect of balancing the G-O-D that is within us! It is safe to say that all three qualities Generator/ Operator/ Destroyer are in some measure inside each one of us. The challenge is to nurture and allow these manifestations to express themselves at the right time and in collaborative response to the expressions from our colleagues. That will also mean an inherent respect for the G-O-D in the other person and **awareness at all times**. It is possible isn't it?

Now do you believe you can help create a GOD **company within your existing set-up** or even outside of it when you start your next entrepreneurial venture? Well, what are you waiting for my dear fellow manifestation? Godspeed!

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