



SONIA SIMONE

# 5 PRINCIPLES FOR THE «SLOW BUSINESS» ENTREPRENEUR



SLOW BUSINESS ADVENTURE  
NORTH OF THE ORDINARY

## Principle #1:

### **It's all invented**

«Every problem, every dilemma, every dead end we find ourselves facing in life, only appears unsolvable inside a particular frame or point of view. Enlarge the box, or create another frame around the data, and problems vanish, while new opportunities appear.» - Roz and Ben Zander

The quote and the concept come from the excellent book *The Art of Possibility: Transforming Professional and Personal Life*

Note that this doesn't mean you're entitled to «win» using your own rules. See this post: <https://www.remarkable-communication.com/law-of-anti-attraction/>

**The takeaway:** It's your game, you get to make the rules. Of course, you have to respect laws and the rights of other people, but you don't have to accept arbitrary rules that don't serve you.

## Principle #2:

### **Nothing matters more than people**

«You have to be good with people to work here. It turns out people are all we've got.» - Lee Iacocca

**The takeaway:** Your processes and policies must put humans first. (Sometimes, though, business will require you to make a hard decision around this.)

### Principle #3:

## Strategic cluelessness can be an asset

«So many people embarking on entrepreneurship for the first time get weighed down in the perceived right way to do things.... They think of their naivety and inexperience as a weakness, but in reality it's a huge advantage.» - Richard Branson

**The takeaway:** Be willing to put aside conventional wisdom -- but know you'll need to work hard

### Principle #4:

## Naive doesn't mean stupid

«I am not a big fan of the expression *Leap and the net will appear*. More often, it works out to *Leap and the floor will appear*.» - Sonia Simone

### Naive

Believe in people

Put values first

Work toward a brighter future

### Stupid

Allow weak boundaries

Ignore cash flow

Neglect the current  
dumpster fire

Remember, asking for what you want is smart!

<https://www.copyblogger.com/ask/>

**The takeaway:** Don't let your commitment to ethical business become an excuse for ignoring difficult facts.

**Principle #5:**

## **Meaningful success derives from values**

«Your personal core values define who you are, and a company's core values ultimately define the company's character and brand. For individuals, character is destiny. For organizations, culture is destiny.» - Tony Hsieh

**The takeaway:** When you're unsure of what to do next, or your motivation runs dry, write about your values.

We're going to work with these in our workshop!