



MARK FERNANDES

CAPITALISM 2.0



CHASING GREATNESS

CAPITALISM 2.0

HUMANIZING BUSINESS

CHASING GREATNESS: THE MINDSET OF A WINNER

The Next Generation of Performance Excellence

TRUTH AND CHOICE





CHASING GREATNESS: FINDING YOUR DANCE FLOOR

“You have to dance beautifully in the box you’re comfortable dancing in. My box was to be extremely ambitious in the sport of basketball. Your box is different than mine, everybody has their own. It’s your job to try to perfect it and make it as beautiful of a canvas as you can make it. And if you have done that then you have lived a successful life. You have lived with Mamba mentality.”

~ Kobe Bryant “In His Own Words”

GREATNESS: FINDING “YOUR DANCE FLOOR”

AUTHENTIC BEST-SELF: THE WELL-LIVED LIFE

BEST-SELF AT WORK

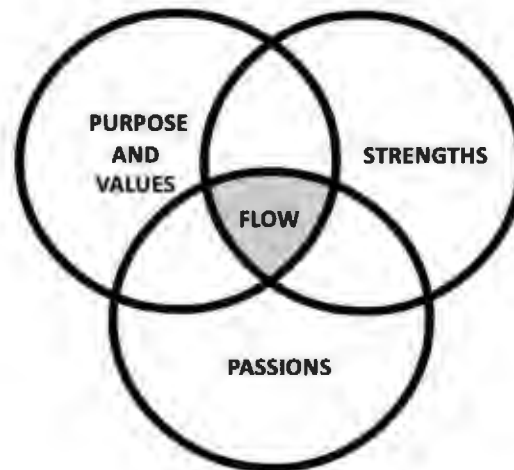
PURPOSE

FIT

AUTONOMY

MASTERY

CORE IDEOLOGY



BEST-SELF IN LIFE

PHYSICAL

EMOTIONAL

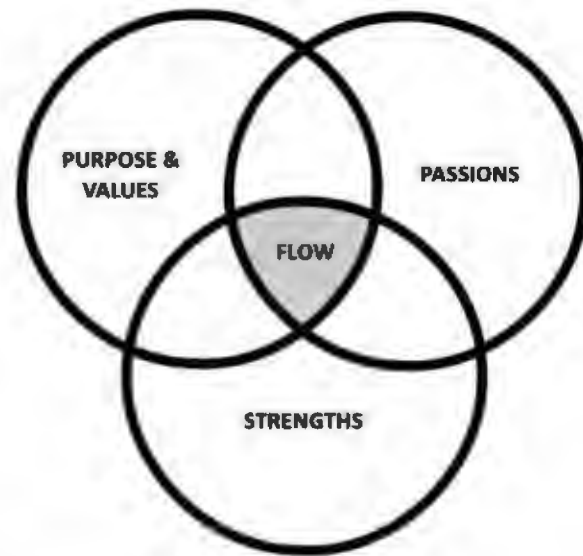
INTELLECTUAL

SPIRITUAL

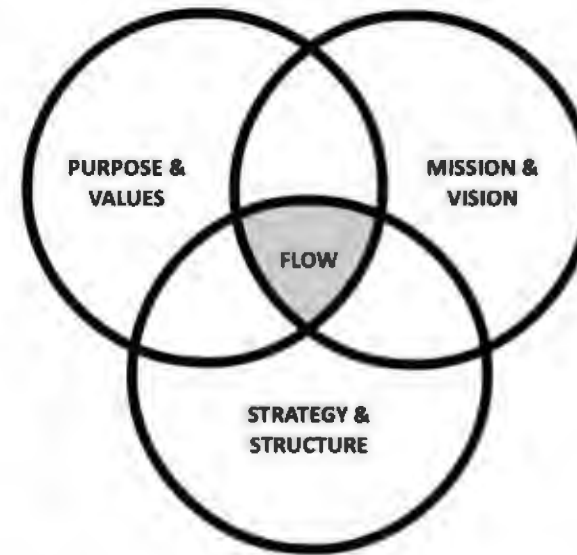
VBL 1.0

BEST-SELF AT WORK

INDIVIDUALS



ORGANIZATIONS



CAPITALISM 2.0

HUMANIZING BUSINESS

VALUES-BASED LEADERSHIP 2.0

The Next Generation of Leadership and Performance Excellence

A grayscale photograph of a busy city street, likely in London, featuring a large crowd of pedestrians, traffic lights, and festive decorations. The street is lined with buildings, and there are signs for 'HOTEL', 'DRUGS', and 'LUSH'. A large, ornate archway with intricate patterns spans the street, and several circular decorative elements are visible. The overall atmosphere is one of a vibrant, bustling urban environment.

VBL 2.0

Through our work to humanize business, we help leaders, and their organizations actualize the limitless potential and performance capacity of their workforce resulting in a positive impact to the bottom line, and a tangible difference in their efforts to make the world a better place.



70%

9 June 2017



IJW

Buchanan, A. & Kern, M. L. (2017). The benefit mindset: The psychology of contribution and everyday leadership. *International Journal of Wellbeing*, 7(1), 1-11. doi:10.5502/ijw.v7i1.538

ARTICLE

The benefit mindset: The psychology of contribution and everyday leadership

Ashley Buchanan · Margaret L. Kern

The benefit mindset: The psychology of contribution and everyday leadership

“One’s mindset reflects personally distinguishable attitudes, beliefs and values, which influence one’s ability to learn and lead, and to achieve and contribute.

The Benefit Mindset describes everyday leaders who discover their strengths (*their greatness*) to make valuable contributions to causes that are greater than the self, leaders who believe in making a meaningful difference.”

GREAT LEADERS



CREATE KILLER CULTURES AND CLIMATES



THAT ENGAGE AND ENABLE THE WORKFORCE



PRODUCING FLOURISHING, HIGH FUNCTIONING EMPLOYEES



AND ULTIMATELY HEALTHY, HIGH-PERFORMING ORGANIZATIONS



WHO THEN PAY IT FORWARD

GREAT BY

CHASING GREATNESS

The 4 Disciplines

CHALLENGE

**KNOW YOUR PATH (Your Dance Floor)
VS.
PUTTING ON AN ACT**



The background of the image is a soft-focus photograph of a justice scale and a gavel. The scale is on the right, with its pans hanging from a central beam. The gavel is on the left, resting on a wooden block. The lighting is warm and golden, creating a bokeh effect with out-of-focus light spots. The overall tone is serious and contemplative.

SEEK THE TRUTH VS. SELF-DECEPTION

A blurred background of a calendar grid. The numbers 1 through 31 are visible in a light blue font. A red pushpin is pinned to the number 10. The text "DO THE WORK VS. MINDLESS WANDERING" is overlaid in the center in a bold, black, sans-serif font.

DO THE WORK VS. MINDLESS WANDERING

A hand in the foreground points towards a person in a wheelchair in the distance on a paved path. The scene is outdoors with a grey pavement and some blurred background elements like a white bench and a yellow sign.

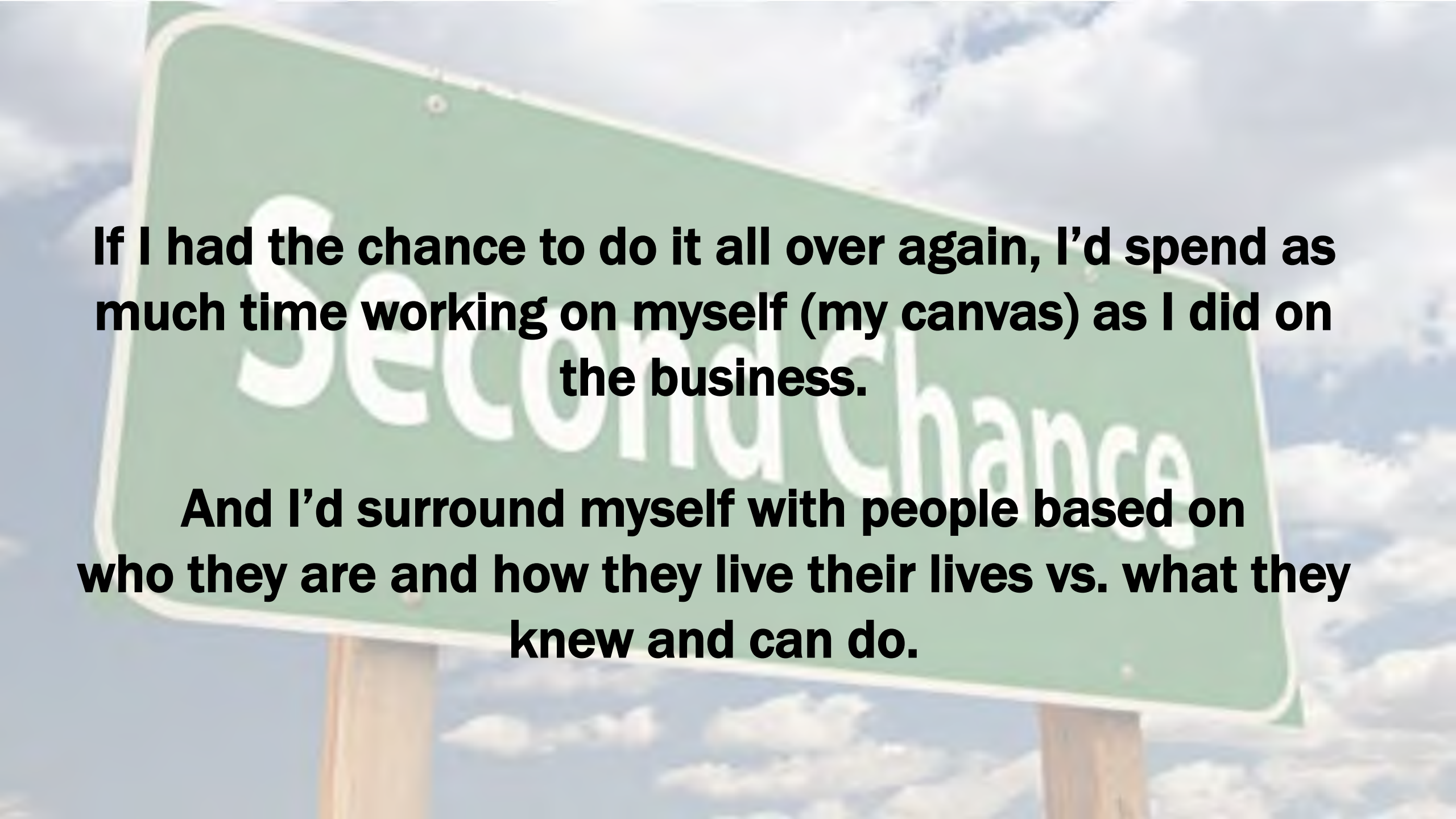
PAY IT FORWARD *AND EXPECT NOTHING IN RETURN*

MINDSETS: THE NEW PSYCHOLOGY OF SUCCESS

The Single Most Powerful Activator of the 4 Disciplines

What individuals and groups of committed people can achieve, is immense. Mindsets are the core determinant of success versus failure.

FINAL THOUGHTS



If I had the chance to do it all over again, I'd spend as much time working on myself (my canvas) as I did on the business.

And I'd surround myself with people based on who they are and how they live their lives vs. what they knew and can do.

RELENTLESS

THE MINDSET OF A WINNER

BE CLEAR ON WHO YOU WANT TO BE

WORK HARD

GET BETTER EVERY SINGLE DAY

FROM GOOD TO GREAT TO

LEAVE NO STONE UNTURNED

HAVE NO REGRETS

UNSTOPPABLE

68Venturēs + WARRIOR 360



CHASING GREATNESS

LEADERSHIP CONFERENCE 2024