

to do something new...

Whole Human Development

Frameworks, Tools, & Practices

...become someone new

Transformative Future - Practices:

Personal Foundation Deck

No part of this document may be duplicated or distributed without permission.

A *Foundation Deck* is the “running story” of a project, new product, business idea, etc. It contains the core Why & What (and maybe a bit of How) about the project/product/business.

The product/business that your foundation deck is about is You.

In 7-12 slides*, describe this product/business:

what's it best used for?

what's it's value?

who is the optimal user of this product?

why does it exist in the world?

how will the world be different as a result of using this product?

are there any user warnings about this product?

what is the future R&D plan for this product (i.e., how will it be further developed)?

Have the look and tone/feel of the document match the message. If your product is all about fun, energy, etc., a deck that is a series of bullet points doesn't align with you message.

If your resume is the left-brain, just-the-facts, machine spec-sheet version of who you are, this document is the more right-brain, subjective, narrative. Tell your story, let go of how good or right it is.

AVOID the temptation of thinking you *have to* focus on your skills or your experience. Sometimes what we've become good at out of necessity or genetics isn't what the best use of our 'product' is.

The Future is a story that must be told before it can be lived.

*7-12 is a guideline from experience. Don't get too hung up on length, use as many or as few slides as you need to tell the story. Also note that the *foundation deck can include an audio track; i.e., you can record a presentation to go along with the slides if you feel that would be useful.*