

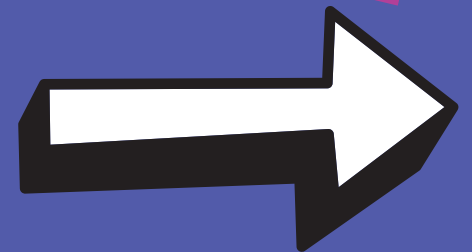
inside GROWTH

**We asked one question
to 30+ Senior
Professionals, working in
Financial Services for
International, Med-Large
sized firms in UK, USA
Ireland & Australia**

MINI 1Q SURVEY

How has Covid changed
your view on what is
Meaningful to you now?

#MeaningfulWork



— “ —————

**Are we all having our
mid-life crisis together?
I'm serious! Is that what this is?**

————— ” —

“
It's like my world today, had the curtains pulled back on it - and I'm seeing for the first time that a lot of what I thought made me happy, was noisy distractions drowning out the deep sense of dread. Well dread is louder than the noise these days.
”

“
All of us must be feeling various forms of “What’s it all for?” I’ve been reading up on Shamans. I wonder if they know what it’s all for?
”

”
The meaning of life doesn’t need to be answered when you’re busy doing stuff to make life meaningful - the question arises though, once you’ve done it all and now realise that’s not meaningful. It’s scary to ask myself - what have I been doing this whole time to get it all wrong.
”

“

It's tough to come face to face with a reality that you can't deny - and you know it's always been lurking - it was just too noisy to hear it until Covid. I'm living a life that isn't giving me what I need.

”

“

I think we are all being invited to consider what matters now. What I thought mattered - It doesn't matter anymore. I'm now wondering if it ever did.

”

“
Covid has
another
symptom -
depression
”

”
Meaningful is something I'm
thinking about more than I want
to these days. Before Covid, I
would make sure I got the \$500
hair cuts and new suits - at least
my job gave me something, but
this last year has made those
perks hard to get.
“

“

It's been largely about taking time out to reflect on what this means going forward.

6-months now thinking about it and I've had more sleepless nights than I've had answers.

”

“
We were too busy to notice
I guess. But Covid put us all
in the time out step and
here we are.”

”
I can't be the only one - maybe I
am. But this pandemic has
stripped me of the distractions
and busyness and has me thinking
of questions I'd just as soon not
have pressing on me. Like - what's
it all for, really?
”

— “ —————

The world has changed - and we've been dragged into that change with it. I had Covid - I was intubated and I've been left wondering if I died, would this life have been worth it? I'm ashamed to say, that answer would be no.

————— ” —

“ Getting covid, being hospitalised has compelled a thought process that scares me, quite frankly. What have I been doing with my life and am I prepared to continue like that for another 20 years? ”

“ I’ve finally downloaded a mindfulness app to help me sleep at night. It’s been months of non stop inquiry into what and why and for what? Probably a good thing, but feels anything but. ”

“ Focusing on one thing that I can be effective at and that matters to me is what Covid has done. I was too busy, way too busy - and now I need to be more deliberate and thoughtful about what I do with the next 50 years. ”

“ Its been good and awful. The awful is realising that all the hustle pre-covid doesn't work anymore. The second awful is being locked down without distractions. It's like being left out in the cold with no shoes on. ”

“
Meaningful work probably doesn't exist unless you go join the peace corp - but that's not practical - not for me anyway. I don't know what the answer is. I know that I can't go back to the life I had before the pandemic. The change has been forced on us - the questions have been forced on us and I don't want these questions waking me up in the mornings. Has anyone figured out an answer? Am I the only one losing sleep to this? I don't know.”

— “ —————

This is a question I'm not really wanting to entertain - but sure, it's an important one that I think many of us are grappling with. Not sure we want the grapple though maybe because we don't see any satisfactory answers for it.

————— ” —

“
What now? That’s
the question I’m
saddled with.”

“
I think companies are going to
have to resolve how to adapt to
accommodate their workforce
who have been deeply affected
by this pandemic mentally,
emotionally, - they’ll have to do
something if they are to keep
productivity, staff retention and
general morale in the business up.”

We met up with a few colleagues in the office when the restrictions eased here in London. It was interesting to experience how uncomfortable and emotional that was for us. I don't think any of us really appreciated how much we have been affected by the lack of human contact.

“ Focusing on one thing that I can be effective at and that matters to me now is what Covid has done. I was too busy, way too busy - and now I need to be more deliberate and thoughtful about what I do with the next 50 years. ”

” Seriously though, I am thinking of selling up everything and travelling the world. “

— “ —————

The job pays well. And that's important - when there's enough money, the meaningful question doesn't feel as important. Money can buy meaningful if that makes sense. I expect though that money and what is meaningful now, will have changed for a lot of people this past year. It has changed for me.

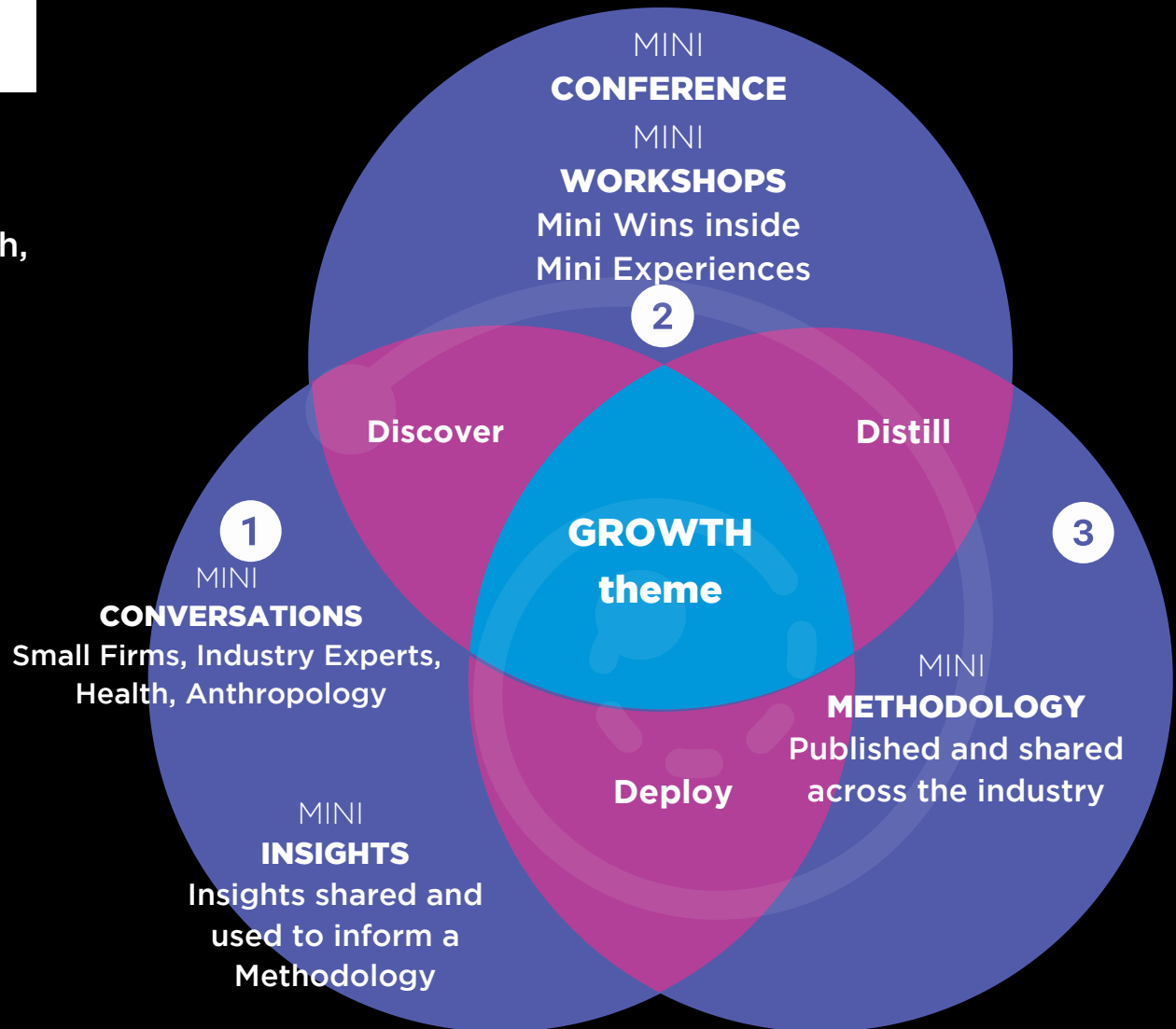
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#InsideGrowth

Transforming challenge into best practice using a 3-phased approach, dedicated to an insideGROWTH theme, explored with all Industry Stakeholders: Companies, Industry Experts, Health, Anthropologists, subject matter experts

Get involved - email shannon@nb3.io

Subject Matter Experts Wanted for Interview



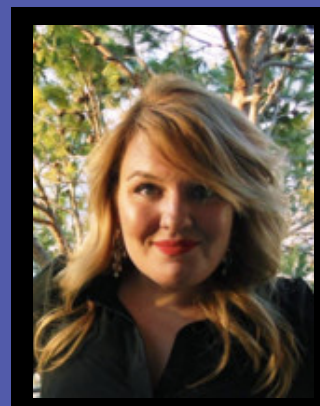
ABOUT

inside GROWTH is a conversation to explore ideas, insights, and experiences about the inside-you-kind-of-growth that yields more flow, less force.

This is a collaboration exchange. inside GROWTH seeks experts, thought leaders, and facilitators to wade in on related subject matter with the intention of sharing those insights with a corporate audience.

The conversation hosts include Shannon Eastman and Dr. Kim Jobst. Shannon and Dr. Kim have been collaborating and working together in this field of study since 2014.

Shannon Eastman co-creates business growth for Tech Companies and Enterprise on 3 continents.



Shannon Eastman
Creative & Communications



Dr. Kim Jobst
MA. DM. FRCP. MFHom