

# The Nomadic Mindset Gen Blending Transforms Organisations



TNM\_Podcast Episode #012:

**Alison Godenir**

with Kevin Cottam

# Transcription

THE  
**nomadic**  
MINDSET™



### Kevin Cottam 0:04

Welcome to the nomadic mindset season one. My name is Kevin Cottam, a global Nomad and the author of the leadership book. The nomadic mindset never settle for too long. Over the season, we will go on a journey to discover what is the nomadic mindset and how you can tap into that. For this I will be interviewing of a diverse group of cross cultural thought leaders from all walks of life. So let's get on with it. Let's go nomadic together.

### Kevin Cottam 0:38

Welcome to the nomadic mindset podcast. Can you believe it? We are now at the end of season one. It has gone so incredibly fast and I've been having a fantastic time and I hope that you have also in a special final episode of the nomadic mindset podcast season one I know you are going to be blown away by this insight. supercool South African Jen blender. Let me introduce Allison gota near her intent is to put humanity back into business. She's an ambassador for change bringing in new models of thought behaviour and integrity to the world. As a generation specialist, she serves as a catalyst and synergizing generational differences to create intergenerational unity. Allison is a true woman with a dynamic nomadic mindset who calls a spade a spade for Generation X entrepreneurs to billionaire Gen Xers and boomers. She is Allison Gordon here. Alison, please share with our audience. What is a Gen Blender?

### Alison Godenir 1:44

To start off with, let's backtrack a little bit.

I am what you would refer to as a generation specialist.

So really what that is, I haven't done a degree on generations or anything like that, but I spend a huge amount of my time with the various generations. Okay, so and mainly for four of the key generations. And those are obviously baby boomers, Gen X, millennials and Gen Z's, as we call them in South Africa in the States, and probably you are you call them Gen Z's.

Obviously, spending as much time as I do with these generations, I've learned an incredible amount about their traits, what they value their behaviours. And what I came to realise is that these generations are vastly different. Doesn't make one right and one wrong, they are just very, very different. And what I also came to realise is that when you put these generations together in a space, ie a business, you get a huge amount. of separation. In other words, these generations all go back into their little bubbles of, you know, my values are right, my behaviours are right and every other generation is wrong.

This became very, very obvious to me that leads to just very unhappy working environments.

No sort of cohesiveness, no unity.

And I thought, you know what, I really have to work with us and we need to shift the paradigm. So, I worked on an initiative that I call gene blending. So really what that is, is, I sit with the various generations the various modalities that I use when I'm in a business, and we literally blend the generations. So that's where the term Gen blending comes from. And then I just refer to myself as a gene, Linda.

### Kevin Cottam 3:57

It's not like a blending machine that you believe Ended up food, but it might be right. I mean,

### Alison Godenir 4:04

let's just take the word blend, right? I mean, you know, what is the definition of the term and really the definition of the term is just, you know, taking all sorts of magical ingredients, right? Putting them all together and blending them, you know, so that you make some magical concoction. And that's what we do, you know, we take all of the gifts as I call them, that each generation brings, and we blend them together to make this unified, collective cohesive, beautiful thing, and it's magical. Honestly, Kevin, I mean, you know, the organisations that we that we really get this right, it's incredible to see the magic.

### Kevin Cottam 4:49

So let's just talk about a story of the magic because I think this is fascinating for our audiences because our audiences are struggling. A lot of the time, that's one of the things that you hear globally struggling with the generational divide. And so I love it that you don't put the divide in there, but you put into the blending because I think the blending, is that how we bring it together as opposed to dividing which you call it separation. So true. Yeah. So share with us a magic that's happened.

### Alison Godenir 5:22

I certainly can. Am I okay,

am I allowed to swear? On your podcast?

### Kevin Cottam 5:28

Go for it,

### Alison Godenir 5:30

okay. Only because I want to be

I want to be authentic to the story, right?

Sure. Okay, so there was an amazing situation that happened probably about 18 months ago, now, maybe more.

And I received this call from a CEO of a business based in Johannesburg. And this guy called me and he was like, he was venting To be honest, Kevin, he was just going off about, you know how he can't cope with these millennials in his business and these kids, and they just so entitled, and you just can't do it anymore. believes I work with him. Piece Can I come up and visit so it's got a long story short, I hopped on an aeroplane fly out to Johannesburg and I meet with a scanner this guy is a genie. Okay, so just so we clear on underneath what what sort of age groups are we talking about? 44 to 56 age group, right. Anyway, I ravaged his business, we walk into the boardroom now I'm going to paint you a picture of this boardroom because it's relevant. Okay. So we in this long Rick 10 yellow room with a long rectangular boardroom table. Are you

### **Alison Godenir 6:47**

picturing that? Absolutely. Okay.

### **Alison Godenir 6:51**

Really synonymous with probably 95% of corporate boardrooms, correct. Absolutely. Right. So he sets on one end of the story. table and I sit on the other. Okay, so really separation a huge divide between him and I

anyway, I said to him and for wanting a different term we're gonna call this guy Eric don't want to use his proper name anyway, he

I say to him right Eric Off you go tell me what's happening in your business and he stands up the sky and he starts to vent and when I tell you vent, he literally goes on a monologue and he's walking around his boardroom and he's, you know, his facial expressions are angry and he's you know, using the F word every five minutes and he's you know, body language is very in your face anyway, he just starts and he's you know, he's going on about you know, the problem with these millennials and they just don't get it and they just on a different page and it's so entitled and I can't work with this and this is my business and you know, yes on anyway eventually gets to a point in this monologue where he stands at a spot in his boardroom.

Make believe spot, right?

And he starts with these sort of hand gestures. And he says to me, right, this is not Ellison. I want you to picture this. And I said, What am I picture and he says, we're going to dig a trench, right? And he makes that as a piece, pick up a shovel, and he's making out as he's digging, right? And he's taking and he's digging, and I'm saying to him, okay, so how deep is the street? DPW tells me it's deep. It's really, really deep. And he's digging anything. And anyway, eventually, he sort of shows I mean, he doesn't have a real shovel in his hand, but he pretends to kind of throw this thing away. And so now what happens if you finish digging is absolutely, there's no you jump into the trench. I say, Okay. And he makes us a few jumps into this tree. And then I say, all right, and what happens now he says, Now my goal now, he says, you start to claw your way out of the stretch and he's giving me This is sort of showing me like he's crawling out of out of the screen. And I'm thinking my word, he sort of gives his if he's at the top of the street, and then he stands up, straightens up. And he points to me guys, and that my goal is how you become a multi billionaire. And he sits down. And I go, Oh, wow. I say to him, okay. I tell you what we need to do. I say to him, pick up your cell phone and phone five of your millennials in your business. Can we do a random pick of these millennials? Can they come from different departments in your business? Can they be a variation of gender, and culture? He says fine. So he phones these five youngsters and in the camp now they don't have no idea why they're coming into the boardroom. They all walk in, I start observing their behaviours and it's fascinating. Anyway, they sit down and I'm particularly interested in one youngster who's sort of like, on the edge of his chair and now he's doesn't know why he's being called into the boardroom. He's obviously a bit nervous. But anyway, off we go. So I he introduces me and I say to him what Eric, could you please repeat what you just did for me? The whole monologue. Try not to leave anything out. But I'd like your guys your millennials to get so off. He gets same vent, same monologue gets to

this imaginary spot in his boardroom. Standing there, starts to tell him this is a train she picks up this imaginary shovel. He's taught pretending that he's digging the shovel. Well, by this stage, Kevin, I promise you the I'm just observing, right? I'm literally observing these five millennials. The facial expressions if I'd had a camera in the room would have just been classic. But this youngster who was on the edge of his chair will call him semi Sending you now hit us up in a place Honestly, it was just like, what is going on here, I cannot believe what I'm observing. Anyway, Eric is now digging deep, dig this trench trenches deep. And you know, and then he says, right and then you jump into this trench. And he says, and then you start this journey of crawling your way out of the street. And these guys are all like leaning forward, watching all of this. And then of course, he straightens up and he says a net and he points to it. And he says, that is how you become multi billionaire. And there is silence in the room, Kevin, like, you can hear a pin drop. And I simply waited. I thought, okay, who is going to break the silence? And eventually, and I thought, like forever, I promise you, eventually, Sony this youngster was on the industry could not contain himself anymore. And he just looked at Eric anyway.

Sorry, but what the back as a trainer and I mean, it was just, it was almost like stunned disbelief on Eric's face. And he went, you went to the Samsung, he went, are you actually taking the piss this was the conversation smile, asked if I could sweat. And semi went? No. He said sorry, Eric, I don't know what you're talking about. He said what is the trench?

The moral of the story and I've taken a while to get to the moral but you need to understand the background. The moral of the story, Kevin is that Eric was using first world war analogies right? That these millennials and I call him Saffery lineal. Okay, it's another it's South African millennials had absolutely no idea of the history. analogy of a trench now, it was so foreign to them. So I jumped in this point and I said, Okay,

Eric, can you explain that analogy to these youngsters?

They don't get it. So he did goes into this whole explanation of the trenches and how difficult it was in the First World War and yah, yah, yah, and you've got to come through the trenches in order to be successful.

And by the end of it, the one youngster turned around, he said, Why don't you just call it a hole?

But apart from that, that what we got out of all of this event, is they all shared with him unanimously, all of them sick. But why would you bring us into your business? to back track 3040 years in terms of what you have learned, they said that doesn't make sense to us. Surely you've brought us into your business because we are fresh. We we think differently, you know, we have different paradigms, doesn't that make sense that you embrace those, instead of expecting us to go back to where you were when you first entered into the world of business, and they all Seaton given and this was what was amazing because when I asked the question from them, I said, What is it that you want from Eric?

They all said, they said, we think you are legend. That was the word they used. They said, We think you are absolutely legendary. We think what you've achieved in your life as a single individual entrepreneur, billionaire, you're amazing.

But what we can tell you is we are not going to walk your walk.

It's crazy. It doesn't make sense for us to go back and do it the way you did it.

So we'd like you to mentor us in this lessons that you learned when you were journeying your journey digging your trenches, crawling your way out, whatever. But in the same breath, let us mean to you on our new way of thinking and being.

That's the story.

### **Kevin Cottam 15:16**

Well, co mentoring the generations coming together somewhere in between.

### **Alison Godenir 15:22**

Yeah, absolutely. I call it cross pollination mentoring.

### **Kevin Cottam 15:26**

It's cross pollination. We love it when we can have it like a bee. Yeah. buzzing, pollinating. That's wonderful. That's a great story. And I and I'm sure that many people that are listening will have a relationship with it. So if that's the case, then we must have this understanding of how to bring together and that as you say, the separation is there. And I want to share with you a story, which I think is very interesting, and I think that this comes to the nomadic mindset, and which your people also come from as well. And the different I would say in the different generations as well in that when I was in Morocco doing my work for the nomadic mindset in the research, I was sitting, listening to this fellow and he he's a Berber and I asked him, Well, how do Berbers do business? And how do people come into the business? And they said, Well, what we ended up doing is what's very important for us is that we come in, we invite people into the business, we ask them, to not necessarily specialise in anything, but to learn all the different aspects of a business and learn all of them. And we will, you know, I will share with you you share with me, you know, whichever, and then at the end of two years or whenever I'm going to ask you to leave and when I want you to leave, you leave and you go form your own business using the same and then you can bring people into your business and do the same thing to share. And to bring together and so that everybody can learn and grow. And I was floored because this was like you're asking them to leave. You're telling them to go off and create something else? And he said, Well, you know, that's the point is is that how do you gain impetus? And how do you gain network? And how do you gain is by doing this because those people are now loyal to you. And then other people become open up, create this huge network that's just sprawling, to do business together. I love it. I thought that makes total sense.

### **Alison Godenir 17:31**

Total things, but what different paradigm, right?

### **Kevin Cottam 17:35**

It's a total different brightener. It's a different mindset, and it's coming from the basis of humanity, of how survival is, is that you need community to be able to function in a business, right? And that's exactly what you're saying.

### **Alison Godenir 17:49**

Yes. Hundred percent. I mean, so there's a couple of things that spring to mind, just by you sharing this story, and I love it. And I just want to say I mean, it's so relevant for act now, Kevin, I mean, so relevant. You know, if you look at it to a lesser extent the millennials, but but definitely the Z generation or the Z generation, this is a generation here we talking age group sort of from about age 25. Okay. So let's, I mean, we were talking about business yesterday, you know, go to that for 20 to 25 hp. So these are the youngsters that are arriving.

They literally arriving into a space of Korea. I'm not even going to use the word work because it's not a language. They're related at all. And by the way, language is really, really big. When I work with the jeans huge. With Aziz, they, they all about co creation. This is a very, very powerful word. The Millennials are more about collaboration.

Okay, so They love to get together as a squad is a word that comes up a lot here or tribe. And they love to bounce stuff up, you know, with each other in this tribe. Yeah, they like to dress like the tribe, they like to talk about the tribe. That's very much millennial, but the Z's are even beyond collaboration, that they move into the space of creation. Right? So I don't just want to collaborate, but I want to create, I want to create something, something new, something different, I want to be part of that creation.

So it's a beautiful thing. I mean, it really to to observe it and see it happening is and they went in there and except No, you know, I'm sorry, you're not you're at the bottom of the food chain yet. You're going to work your way up in this business, they just will not accept that. So these paradigms are fascinating for me, and even I've been thinking about Newton language he recently now that obviously we have the time to, to really sort of start creating in our own minds. Now I've been thinking about words like reinvent and, you know, realign and, you know, these are words we've used quite a lot, especially in the in the in the previous decade. And for me that obsolete now, there's no re anything not need. So for me it's new, invent it's new align, you know, because we're not really anything you know, everything is we literally have to be thinking about everything in a new way, particularly now off of this period, because nothing will be as it was. So, and the Z generations do that, that they bring in this new way of thinking some of the millennials, but definitely this generation we need to focus on And to your point of coming in and learning and then going is beautiful because it literally just shifts this whole paradigm of being an employee. Right? Yeah. Yeah. And that's another word, don't use the word employee with a Z. They just, it's like, sorry, what is that? And we start to move into areas, you know, of playing with the term printer. You know, so we're all very familiar with the word entrepreneur. In South Africa, we have a lot of what we call township printers. Okay, so youngsters are starting businesses in the townships and in the places where they live because they have no other option. And in order to survive, they've got to start their own little businesses. So we call in township printers you have solopreneurs intrapreneurs.

So again, for me, I think there's going to be a whole awakening of, of new ways of being and and really starting to look at how do we define this term printer

### **Kevin Cottam 22:00**

I think that you are ahead of the world, actually.

### **Kevin Cottam 22:05**

I think you're ahead of where you are down south in the bottom, the almost bottom tip of Africa here there in Cape Town, I think that you really you know what you're saying? We hear about intrapreneur. That's like the big, big intrapreneur. But you're talking about entrepreneurs which are relative to the people there. And this is beautiful, the language that you're starting to create. I think what was also very interesting to me is that there's so many things which are fascinating is that there's often within organisations today that you hear and maybe it's becoming less so I don't know. But the problem is, is that they, there is this thing about, well, if we give you everything then we you ought to stay because we've invested a lot of money in you and so therefore you must stay for with us and then we get and you hear them get so terribly angry. A lot. Have the HR and also CEOs oh there, they've left we spent a lot of money. And so instead of the VA as humans, they're putting them as a debit instead of a credit to the organisation. So what do you say to that?

### **Alison Godenir 23:17**

Man? I completely agree with you.

Well, let's just you mentioned HR, right. So what does HR stand for? It stands for human resource. Right now, again, you know, he has a three word resource. I mean,

Since when is a human resource with all due respect? I mean, I get that, you know, maybe I T is a resource, right?

Finance is a resource, but but a human being has gotta be more than a resource given. You know, again, I think it's just the whole way that we have perceived the role of humans. Or And to your point, just humanity in organisations has to shift and you know, I'm so sick of hearing about industrial revolutions that's another word that omo please can we just move on? You know? Because I don't know but where you are, but certainly in essence it South Africa, we've been talking a lot about the fourth industrial revolution and we're moving into the fifth industrial and I'm like, okay, industrial revolution in itself is old language. But if you if you think about how big corporates have been run, and exists, they exist in this ancient paradigm of at the first Industrial Revolution, where it is command and control, you know, so it's, it's a pyramid business model, the 1% or point whatever percent sits at the top. It's all command. It's all control. Everything gets fed down, down the pyramid. to, you know, that big chunk of humanity in inverted commas, that sits at the base of this, of this pyramid. Now you wanting this, this big chunk to be engaged, happy, productive, and all of these beautiful things when they are literally being treated as resources.

I mean, honestly, it doesn't take a rocket scientist to realise that this is so illogical, so illogical. And so, what is starting to happen? And part of what we do in gym blending, actually, is we

absolutely annihilate old business models. So it does take very brave and courageous leaders to even allow us into the business to be honest. But those that really you know, are brave and courageous. One of the first things we do is we say, okay, the permit is dead no longer exists. It doesn't mean that your role as a CEO, or your role as a CFO no longer exists. Those roles remain. And the responsibilities attached to those roles remain. However, the structure of where those roles sit and how they interconnect is what changes.

And so we start developing, we start creating, yes, the CO creation, new business models, and it is fascinating given when you see what the millennials and the gen Z's come up with, it's the further east from a pyramid or a rectangle than you will ever find.

Most times it will sit in the millennials what I find is a very common shape is a circle. And with the zips interestingly, they should shape is a spiral. So, yeah, and I mean if you just think about this, okay, what what is the significance of a circle? Okay, what is the significance of a spiral?

And I mean, one of the first things I will say in both circles and spirals, no beginning no end.

Okay? There is no seat of power, so to speak. In other words, if I exist in your organisation, I'm important, even if I'm making the tea. I'm important, but my role and the way my role is defined, and the responsibilities attached to that role will differ. That's a very interesting, very different mindset, very different way of being. And again, as I say, when we when we when we birth, these new business models and in the Business obviously takes it on board and we start shifting the behaviours. That's the way that behaviour Alchemist comes in, in terms of, of what I do really is dynamic, what starts to happen, it's magnetic, what starts to happen really special?

### **Kevin Cottam 28:16**

Well, it's very exciting. And I have to say that I'm latched on to every single word and expression that you're making. And I think it's fantastic. I am going to go back to one thing, though, which was I thought it was very interesting at the very beginning that you talked about the difference between all of them, all of the generations. And now my question is, what are the similarities?

### **Alison Godenir 28:39**

Wow, great question. Absolutely. Great question. Okay. So I tell you, I want to go with this. I want to go into the intelligences if I could, okay, because this is this is an area I've spent a lot of time researching and observing and in the focus groups, I spend a lot of time looking and observing the intelligences so I'm going to look at probably six for now so let's look at emotional intelligence EQ. Let's look at logical otherwise known as is IQ. Creative. Sincerely three, which is interesting.

So how these intelligent how these generations use their, their their scenes. Okay. agility which is definitely a quote from tonight and love

okay because and I know these the last two sound quiet or certainly from a business perspective maybe quiet Kumbaya. I don't know if it's a Doom euro. Were you familiar with?

Yeah, okay.

But they're very relevant when it comes to Sydney, the Z generation, so Okay. Now you ask for similarities. So let's go to emotional intelligence. You Baby Boomers, Jamie x and Gen Zed those three generations have EQ in abundance. Millennials do not. This is an Of course. Kevin, you know, we're not talking about generations and I'm sure I'm stating the obvious. Yeah, but I'll say it anyway. We're generalising right? You know it's not to say that every single millennial out there does not have EQ but but this these are the characteristics that we we've observed from a general perspective, but millennials really lacking EQ Now, why social media?

Okay, Simon Sinek did a fantastic YouTube video on this. And the millennials really doesn't like it, but it's absolutely true that social media really has affected this generations. Ability to tap into emotions big time. Hmm. You know, so things like empathy, you know, an emotion like empathy, quite honestly, you know I can. I've met somebody I've dated or one or two times. I mean, it's okay, I can just break up with her on water. I don't have to feel it as a senior what's up saying, I don't think this is working Thanks, but no things and I don't, I don't actually have to look at her.

I don't have to see the pain or the heartache or the whatever that of course and another individual. And until I just eventually start tapping out of any form of empathy, or compassion, or Gary.

So this is a it's a big void in the millennial generation. And interestingly, when we cross pollinate mentor One of the fascinating things dynamics that happens is when the boomers start sharing EQ, emotional intelligence with the millennials. It's amazing what starts to happen. So that's that's a, you know, an interesting dynamic. Let's move on to IQ. So logical intelligence, as we call it. So this is where Generation X, millennials, and z kids all have what we termed this logical intelligence.

Not so much the boomers. So the boomers if you remember, you know, we're the children born out of out of war. So, you know, they were very much the trailblazers of their time. Okay, but sort of just tend to go and make things happen, you know, so they were creative. Absolutely. But in the main logical, not so much. They've learned possibly down the road forms of logic

But it's not it we what we've observed it's not as innate as it is with the x's, the millennials and the Z's, right creative intelligence who she's creativity. boomers without dot millennials without Dart, Generation Z. Gen x's, not. This is an area they lack.

Now why? Let's look about let's look at the genetics generation, probably it would. It's been proven smallest generation on the planet. But this is the generation that arrived, I always say arrived on the planet to fight causes. Now, if you take the South African perspective, it's the genus antigens. We were the generation that fought apartheid. We were the generation of women Gen X woman that fought for equality.

So this is a generation And that has a very kind of, I want to say almost warrior energy, you know, there to really kind of stand up and fight for a course, which doesn't really lead to creativity if you think about it. Okay since right now this is interesting. So being able to tap into all six senses, not five six senses, intuition being a thief genes it, none of the others agility so what we finding, you know which of the generations that absolutely find the ability to, to shift

and move and be agile and it's innate is clearly the two younger generations that would be the millennials and the Gen Xers it's

it's very normal for them.

And then lastly, we look at the love quotient. Yeah, and the last generation on the planet right now are the gen Z's And they genuinely love.

They get it, they understand it. They tell each other, they love each other. They tell their elders that they love them. They love the animals on the planet. They love the planet itself. It's quite amazing to observe.

### **Kevin Cottam 35:21**

Wow, these are beautiful. Oh my god, you're amazing. It is gonna get a mouthful in here full they're gonna get everything from you. And I have to say that there's also very interesting when I was doing a lot of work with the, as I say with nomadic cultures, and they said to me, when they shared with me the attributes and what they believe in all of these different aspects of their behaviours on the ground level. They said this is the intelligence of the Nomad.

### **Alison Godenir 35:51**

Ah,

### **Kevin Cottam 35:52**

so now you have a new one it's called NQ is nomadic intelligence as well.

### **Alison Godenir 35:58**

I love Oh, wow, you know what, Kevin? So we need to we need to talk more about that. And we need to actually define, you know, what those are? And yeah, you know, and and, and how that relates to, obviously the different generations. Oh, I love this.

### **Kevin Cottam 36:19**

Yes. So this is a great thought. And I mean, for Gosh, we could go on forever. I think he said, I love talking to you. And but one of the things that I wanted to kind of end on is that let's come back to where we are today with the society and what needs to happen so that there is this new shift and paradigm which are being asked to along the way now, to not just rethink but new think as you've talked about, and you do and the sources, not the resources, but the sources of humans that can make this happen and shift and change them. We actually have a planet.

### **Alison Godenir 37:02**

Yeah, absolutely. Ah, such a beautiful question. You know, I've really I've been spending this ad I'm not calling this time that I've been given lockdown. I can't be the term but I've been calling it my phase of being. And while I'm in this phase of being of such beautiful stuff that's been coming to me. So I think the new new given is talk about blending. I it's almost blending techniques, right? Maybe even 100 X in the sense that with all jus respect to, you know, the boomer generation and the x generation, yes, there is wisdom. And we absolutely get that and

that's amazing. And this wisdom is going to be a great grounding element. But in order to shift into new and the new new, we cannot do it without The millennials and the gen Z's. It's just it cannot be done without their right. But so I'm going to go to organisations now because actually what we are seeing at the moment, and I don't know if you've seen it, if it's happening on a global perspective, but Sydney, in the South African business landscape at the moment, C suites, ex executives have gone right back into command and control. So all the beautiful stuff that's been done, and prior to this in terms of, you know, moving out of the real, you know, autocratic kind of leadership's, when we literally are now seeing back into that, you know, which is tragic, from my perspective, really, really tragic. But maybe it's necessary for the short term. I don't know that command and control moving forward is not a new paradigm so that it's not going to work in the new The new way. So for me, it's about how do these decision makers in inverted commas start bringing in the revolutionary thinking? Well, yeah, it's take the re out of it, the new thing, evolutionary beautiful, absolutely. Thank you. The evolutionary thinking of these younger generations, particularly the zits. And so I think we're sharing with you in remittent in Cape Town, one of the part of of gene blending, it's, I don't do it in every organisation, but those that are brave enough to go there. We literally bring in squads of youngsters. So we have literally sort of, you know, your journey. I mean, you're so your Gen Zed youngsters with a couple of millennials, and we bring these guys in as a squad and these guys sit face to face with a C suite. So they are they almost become they blend with C suite. They start blending with the boomers and the x's that are sitting in these decisions. Making levels in an organisation and they become part of of the strategies that are happening, they become part of the future conversations, because these are the generations that are going to be the navigators of the day after tomorrow. And what does that look like? For goodness sake, it's changing daily. So if you don't have these guys on board contributing, as equals, and this is the the key thing, simply bringing their evolutionary thinking, then I really question whether you actually even going to survive and thrive in the new way. So yeah, that's that's where my my space is given in terms of what does the future look like, you know, we've got to be bringing these youngsters in at these decision making levels or even at these strategizing levels, these design thinking labels.

### **Kevin Cottam**

Yeah. Wow. It's fantastic. I would like to share one quote that was given to me by a beautiful Maasai warrior during our conversations and he said, We are migrating. Where we were is not where we are. We are evolving. Wow. And there's no reason that they are migrating is the most beautiful word which has become blasphemous in so many different parts of the world today, but it's a gorgeous word, which means movement. It means birth. It means renovate. It means a growth, it's everything. It's a beautiful and he says where we were in which he was talking about the Maasai culture is not where we are today. And they are evolving ongoingly. And so it's that whole sense of evolution that we have forgotten and this is a point right now, today we are experiencing at fast track of evolution, if we want to look at it from a very broad brush. spective Yeah, and what you have today is absolutely so phenomenal and exactly what CEOs need to know. whatever age they are about the blending is so important. It's not just blended learning. This is so left brained. That's Yeah, that's right. It's like very box again, we're going into blended learning. Now what you're talking about is fluidity. I'm talking about fluidity. I'm talking about quantum. Yeah.

### **Alison Godenir**

Yeah. It's the quantum space with other and the thing is given, you know, we haven't explored quantum right. Yeah, we just literally haven't we've all you know, we were so used to linear that that this is so even, you know, for the likes of you and I I mean, you know, quantum is like what you these kids with all due respect and I say that with so much love These youngsters get it totally get this space. Yeah. Very exciting.

### **Kevin Cottam**

Well, it is truly exciting. I I'm just so pumped by this particular conversation and I want to thank you so much for giving us such a wonderful, wonderful podcast and and you know South Africa is on the rise even though people say it's not but Africa is on the rise as you have we have talked about in Cape Town. And it's just a matter of time for that quantum leap, which is going to happen because they're going to leap has everything else.

### **Alison Godenir**

Totally, totally agree. And that's possibly another podcast we can do. Absolutely. It is the rise of Africa because without that we are seeing it and feeling it. Obviously being here. So yeah, let's let's park that for another one. But I just want to say thank you. I mean, honestly, it's loved us enough. I've loved it, sharing with you and I feel like you're a soul brother. Sister. Absolutely, yeah.

### **Alison Godenir**

But yeah, I think that we need to just go there and, and just spread this beautiful stuff. It's amazing. Okay.

### **Kevin Cottam**

So I want to thank you Allison and Cape Town and enjoy your time have in wherever it takes you in this discovery period this evolutionary period.

### **Alison Godenir**

Thank you, Kevin, you too and gratitude, gratitude for the opportunity.

### **Kevin Cottam**

Thank you so much.

### **Kevin Cottam 9:34**

You've been listening to the nomadic mindset season one. My name is Kevin caught him and invite you to find out more about the nomadic mindset at the [nomadic mindset.com](http://nomadicmindset.com). Until next time, make it a point to go nomadic and start discovering your nomadic mindset.



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