

*The Fluent Blade  
Cuts Cleanly*

# Tao of the Zentropist

OFFICIAL NEWSLETTER OF BLACK ROCK CONSULTING



## The Zentropist: A New Era Dawns

***Creative and effective solutions for a chaotic and uncertain world***

Once again a New Year is upon us, and while a new administration has stepped into the White House, the economic news has been grim.

While it is never a good idea to view the world through rose-colored glasses, conversely, it is entirely unproductive to wring one's hands and cry that, "The sky is falling." If history teaches us one thing, it's the indomitable will of the human spirit can rise above even the worst of times. Yes, we collectively face enormous personal and societal challenges. And with the right attitude, foresight and ability to adapt while capitalizing on strengths, your business can not only survive, but thrive.

### **The Zentropist Defined**

Over the past several years, it has become apparent that as business evolves in our fast-paced and increasingly inter-connected world, many companies are being left behind, particularly those that are "resource-constrained." That's a fancy way of saying that they lack the capital, both human and financial, to

evolve quickly to changing circumstances.

This is where the services of a Zentropist are required. What does a Zentropist do?

A Zentropist harnesses the potential for work and creativity available within a system and through enlightened application of knowledge and skills, and the alignment of carefully considered goals and objectives, achieves a desirable and harmonious outcome.

### **Applying Zentropist Principles**

You're probably thinking, "Okay, fine. So how do you do that?"

At the core, a Zentropist must exhibit a number of key attributes, which usually must be developed and honed over time, as there are no shortcuts and this is an evolutionary process, not a product. The seven primary attributes include:

- *The willingness* to engage in life-long learning and exploration to hone one's knowledge to a razor edge.
- *The discipline* to commit to a course of action decisively and with a fullness of intent.

*With the right attitude, foresight and ability to adapt while capitalizing on strengths and minimizing weaknesses, your business can not only survive, but thrive.*

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*The Zentropist must cultivate seven key attributes: Willingness, Discipline, Adaptability, Knowledge, Character, Courage, and Understanding.*



- *The adaptability* to operate in fluid environments and to remain “interruptible.”
- *The knowledge* of when to speak, and when to listen.
- *The character* to remain humble while maintaining the confidence, bearing and integrity to transmit the wisdom gained from experience.
- *The courage*, both intellectual and physical, to seize the initiative, to act in a moral and ethical manner, to inspire others, to exercise good judgment and to endure whatever is necessary to prevail.
- *The understanding* that amid the seeming chaos of the world lies balance and we must seek to maintain this.

### **Cultivating the Zentropist**

Quite frankly, I think that everyone should aspire to be a Zentropist. In a world in which people have traditionally been categorized as either “generalists” or “specialists” (although the term “versatilist” is now in vogue in certain circles), we all should aspire to the reach the state of being of the Zentropist.

In this modern world, there is a tendency for many to become overly-specialized, to define their skill sets and personal comfort zone so narrowly as to become rigid and inflexible, or worse, easily disposable, when circumstances change or a dif-

ferent perspective is needed. This is a mistake.

A Zentropist is also not someone who knows a little about a lot of things, a dilettante masquerading as a subject matter expert. In fact, a Zentropist must have a command of a number of subjects, and certainly should demonstrate expertise or substantial capability in specialized fields. That being said, a Zentropist should also have the wisdom to consult with those more knowledgeable when the situation warrants, and must never overstate or overestimate his or her abilities. To do so would invite the very disharmony and chaos that must be overcome.

### **For Additional Information:**

For further information regarding the professional services offered by Jonathan S. Ross through Black Rock Consulting, please visit [www.blackrockconsult.com](http://www.blackrockconsult.com).

To follow the “**Tao of the Zentropist**” blog and to continue your Zentropist education, fire up your browser and join us online at <http://zentropist.wordpress.com>.

Look for our companion Website in the near future!

We welcome any comments or suggestions that you may have for us: [zentropist@blackrockconsult.com](mailto:zentropist@blackrockconsult.com)

If you no longer wish to receive this publication, please email [unsubscribe@blackrockconsult.com](mailto:unsubscribe@blackrockconsult.com).

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