


Hello Enterprise Tuesday
Let's take care of the product at SOURCE



I'm Carrie Bedingfield

onefish twofish

Over sharing at TEDx

reptile 10 

TEDx
SevenMileBeach
x = independently organized TED event



50TH | GENERATION

unboxed

@cbedingfield

I just did an idea...



“

AUTHORity

Purpose

What am
I running
towards?

Energy

Do I have the
energy to get
there?



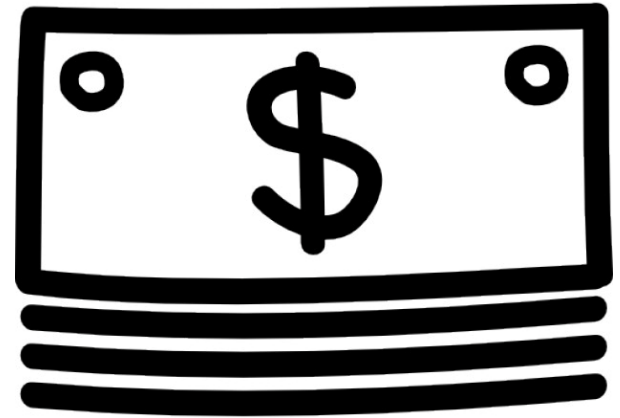
I have a...

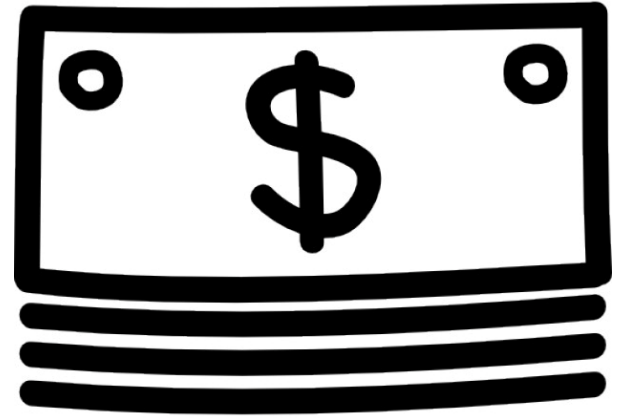


“Purpose makes us
brave. A lack of
purpose makes
cowards of us all.”

PURPOSE

OR



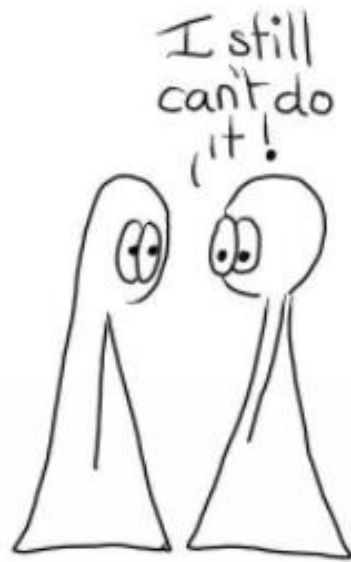


PURPOSE

All my life I...

What got me here was...

Now what I'm doing is...



liz argall made this

“

*I manage my
energy,
not my time*



TECHQALA

2-11 December 2016 CAPE TOWN

The life-changing start up accelerator
returns to Cape Town this December

*I am selective about
where I place my
attention.*

The stories I get involved in.

The language I use.

Where I commit my heartbeats.

*I stay in the tribe.
I maintain loose ties.*

*A tool I use.
Red Blue Black*



With thanks to Shirlaws

£tomorrow

marketing

£+ve

sales

“factory”

“delivery”

*customer
service*

£-ve

IT

HR

Legal

Compliance

Finance

Etc

Day.

Week.

Month.

Year?

Decade??



Purpose + Energy = Culture

(and why that matters)

“*Most of us go to the
grave with our
music inside us,
still unplayed.*”

Oliver Wendell Holmes