



action plan

obo movement 12 month action plan
march 2020

introduction

the obo movement (om) is a movement to transform how we as a society do business, changing the focus from money to employee fulfillment. om consists of a series of principles and virtues that come to life when enacted through humanity in an organization. the initial focus of the movement is on business organizations.

the obo vision is to start spreading our principles to the business world via 3 main methods:

1. tell people that it's possible by sharing "real" examples from businesses enacting these virtues;
2. show people that it's possible by "living" the virtues ourselves and creating successful organizations embodying these virtues; and
3. supporting people in making it possible in their organizations.

together, the 3 methods above form "3 legs" of a stool that will support people on their journey toward incorporating obo principles in their workplaces and their lives. each of the 3 legs will have a series of assets – which we will call "gifts" – and manifestations that together will form the "toolkit" by which people will be able to engage and support us, and enact the message of the movement.

this vision document lays out the gifts and manifestations that are currently areas of focus for the movement. it is important to note that this is merely the list at a point in time; as our cohort of om supporters grows and the movement progresses, there will surely be many more wonderful ideas on other ways to help people live the virtues in the workplace, while simultaneously driving successful commercial outcomes. we encourage you to bring your own idea to us that we can collaborate on together, to bring this important vision for humanity to life.

1: tell them that it's possible.

this leg of the stool is all about storytelling. we will tell compelling stories of commercially successful initiatives and organizations operating in an obo manner.

- book. together with the support of [john selby](#), [dev tandon](#) released the first book of the movement, [the obo premise](#), in december 2019. the book details the story of how the movement came to be, its principles, and a chronicling of the achievements of the principles in action over the first ~12 months of the movement. the book discusses how om was able to complete projects in branding, website, marketing planning, a book, and planning and launch of 3 complex businesses – all with virtually no money!
- blogs / articles. similar to the book but in shorter form, we are working on a series of blog posts and articles that share not only the principles of the movement, but also stories of magical outcomes that can be achieved when the virtues of the movement are applied to “real life” business situations. these will be “bite sized” stories with examples that people in business can easily relate to.
- podcast participation. as of february 2020, dev tandon has been a guest on 2 podcasts: [being human](#) with richard atherton and [i got happy](#) with dr. pele raymond. we are actively seeking more opportunities to share the vision and success of the movement through other podcasts celebrating new and innovative ways to do business and better workplace culture.
- obo100 list. the obo100 list features innovators from organizations around the world who are innovative because they place people first (ahead of money). the inaugural obo100 list for 2020 was released in december 2019, and consists of amazing people proving every day that emphasis on people-first leads to positive business outcomes. this was one of the first sizable projects of om, and was a good example of how a complex project can in fact successfully be implemented using the principles of the movement.

2: show them that it's possible.

this leg of the stool is all about putting our money where our mouth is. we will create and run for-profit organizations that operate on the principles of the movement, and share stories of the successful outcomes we drive via this approach.

our initial focus is on three businesses (a/k/a “manifestations of the movement”):

- merchandise business. the message and intent behind obo is totally pure, and our branding is beautiful. our merchandise business will offer products (initially hoodies and t-shirts, etc.)

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inspired by this pure message, and the merch business itself will run consistently on the principles of the movement. as of the time of this writing, we have identified vendors for the business, have a draft shopify website done, and many other key decisions have been made. our current best estimate for initial launch of this business is some time in q2 2020.

the merch business came together through some key decisions that were made on the branding project. with a beautiful logo completed, and the decision to not have any main color scheme – the color scheme will be fluid and change periodically (with the message being “all colors are welcome”), this leads to the ability to create a beautiful line of merchandise (hoodies, t-shirts, jackets, hats, etc.) that we will produce and sell to initially raise seed funds for the movement.

our initial thinking on the merch business is that it will be similar to the girl scout cookies. the girl scouts have historically sold products that people would want to buy anyway (cookies) in order to raise money for their organization. in the same way, obo merchandise will sell beautiful merchandise, in a totally transparent manner (we will share costs of production, shipping, and margins) to the public. our hope is that the message touches a truth in people, inspiring them to support our vision through the purchase of goods.

our goal within the first year of launch of the obo merchandise business is to reach at least 10m people. and, with the appropriate media support, our goal will be to get our message to 100m people over the first 3 years.

our aspiration is to get this merch business off the ground without any outside capital, and virtually no money exchanging hands. thus far we are on track to meet this goal. assuming a 2% purchase conversion rate (which we will call “embracement rate”) and an average order size of \$50, this would yield \$10m in revenue, assuming we are able to reach 10m people with our message. we hope and believe that this number could be much, much higher. what a message we will send the world, that we were able to create an eight-figure physical products business, with virtually no money!

depending on how successful the merch business is on launch, this could become a going concern – a business that we put a dedicated team on, which would have its own strategy (it could morph into an obo apparel business, for example).

- media business. our media business currently has a single initial project – our book, the obo premise (as detailed in the “tell them that it’s possible” section above). we would love to collaborate on other media-related ideas to spread the important message of the movement – please contact us if you have any concepts you would like to discuss.
- consulting business. the obo consulting business runs under the [monastic consulting](#) model. through this business, we support companies in developing processes and implementing projects using the obo people-centered and people-first approach. we currently have a growing number of coaching and consulting assignments with entrepreneurs and business leaders.

in addition to these three businesses, we have a growing list of businesses and projects that we are likely to pursue in the future, once we can easily pursue these projects. (the timing could come in the form of having enough money/resources to pursue them, or someone joining the movement who is

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super passionate about setting one of these businesses up, or in some other form. but we will be open to the timing being right, whenever that timing is.)

preliminary ideas:

- obo wiki. as our experience implementing the principles of the movement grows, we are beginning to codify our learnings in the form of a wiki. we hope to launch an obo wiki site with initial how-to guides, later this year.
- mykudos. [nicola scirocco](#) and [emanuele vazzoler](#) are leading the mykudos project. the aim of mykudos is to develop intrinsic motivation within employees that lead to positive behaviors of gratitude toward their colleagues. the vision for this project includes both a specific methodology, and a technology-based app.
- obo fund (vc/pe). this would be a philanthropic fund raised to invest in new businesses that operate on om principles. as part of this project, we would completely re-think the standard model of equity allocation, developing a new way of thinking about equity distribution, obo-style.
- the obo exchange of providers. the provider exchange will link up practitioners and teachers that promote and implement obo principles (coaches, therapists, consultants, etc.) with companies seeking higher fulfillment and wellbeing of their employees. this could be a for-profit business in which the movement would likely share a piece of the value of any services that are transacted between the parties on the exchange. (details tbd.)
- obo franchise. the obo franchise model would develop an “out of the box” os for businesses to be started and developed using om principles. franchisees would get support from the movement on building their business, and could get access to providers at a discount. franchisees might then share a portion of their company profit, with the movement.
- obo think tank. the obo think tank would develop the om operating manual, detailing the principles in much greater detail, along with the “how-to” on best practices on running a business obo-style.
- other businesses or initiatives. if anyone reading this document wants to start a business running on the om operating system, we want to hear from you and help you successfully get your business launched!

3: support them in making it possible.

this leg of the stool will provide products and services to help organizations operate in an obo manner.

preliminary ideas:

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- inspirational apps. these apps would provide guided meditations, inspirational messages, and other tools to help people operate more in an obo manner on a day-to-day basis.
- accreditation model / coach-training plan. the accreditation model idea is similar to fair trade coffee, animal welfare, and bbb rating systems, and would likely be a natural offshoot of the consulting business. we would develop a system to classify businesses, certifying them based on their business practices. this model might be fleshed out in conjunction with a think tank project. the coach-training plan would develop an approach to obo-style coach training; these coaches would then work with member businesses on raising the level of consciousness through coaching practices.

other things we're working on

- legal organization. we currently have a project underway to formalize the legal structures of the various entities of the movement (for-profit businesses, and the movement itself). we are aiming to have the paperwork and entities finalized in q1 2020.
- content. we are working on a host of content initiatives, ranging from articles to website and newsletter copy. content is a major initiative for the movement in 2020, and we are seeking writers to help take what we have and put it in written form. if you'd like to contribute to this area, we would love to hear from you.
- social media strategy. we are seeking help in developing a comprehensive approach to leveraging social media effectively, once the obo merchandise business goes live.
- pr/media plan. we will likely be ready for a media blast in second half of 2020, once the obo merchandise business has gone live. in the meantime, we are thinking through the plan and gathering resources and connections for a media blitz. we are actively seeking to connect with individuals who can help in any way on this effort.
- video translations. we are seeking to translate our videos in as many languages as possible—if you speak another language and the message of our movement resonates with you, please reach out to us. we currently have our main video available in hindi, spanish, italian, german, and french, in addition to english.
- crowdfunding. as we start to get the message out to more and more people, we intend to enable people to support the movement financially through purchases made from the merchandise and any other movement businesses, and eventually, also through donations (crowdfunding). with the right articulation of message, we hope that crowdfunding will be very big for us – a pure message, for the people, by the people!

use of funds

once the movement has raised some capital, our plan is to take several months and build out the initial team of dedicated team members for om. the size and composition of the team will depend largely on the amount of money we end up raising via the initial business(es) and any other funding efforts (e.g., crowdfunding).

the team could end up being a small group of 3-5 people, or a much larger group depending on the amount of money we end up raising. our hope is that the initial money we raise would cover up to 2 years of operating expenses.

if we have extra funds, we will explore investing in and creating one or more of the other manifestations and/or gifts listed above.

a note on business planning...

like virtually everything else, business planning and prioritization in om is quite different relative to how things are done in “conventional” business today.

as opposed to setting a plan with firm dates, milestones, and rigid timelines, our approach to getting the movement of the ground is to follow a path of ease. we have identified a series of projects that we are focusing on in the near-term, as described above. these projects were prioritized not because of a thought-through business plan; rather, they came to be prioritized due to the fact that we had members in the movement that were passionate about, and able to carve out capacity for, these projects.

it would be apt to say that business planning in the movement places passion first, and everything else second (including skill). this is the reverse of how most business is done today, which places things like skill and [what we think needs to get done] first, and passion a distant second.

we have an analogy to describe how we’re approaching business planning in the movement: we plant a bunch of seeds and begin to water them; naturally, some of the seeds will start to sprout before others. we continue to gently water all of them, but direct our nurturing to the seedlings which are germinating – this, we say, is following the “watercourse way” and allowing the universe to do the planning for us, as opposed to us forcing planning and prioritization based on the way we want things to happen.

our approach to business planning will continue to evolve as the movement continues to evolve, especially as our initial list of projects continues to develop.