

How Being rather than Doing Can Add Value

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When the currency of business is “doing,” how do we embrace “being?” When tight deadlines and budget cuts drive us, how can we pursue something you can’t see or measure? How can we cultivate a culture of patience when we don’t get smoke breaks anymore?

How Being Rather Than Doing Can Create Value in the Business World offers the bold proposal that business forget about filling all available time and space with action and allowing, even encouraging, time for employees to BE. Like artists who embrace white space in their work, people who take time to ruminate, to pause, will make fewer brush strokes. And those they do make they do make are that much more articulate and powerful.

Learn how to be brave and find those small moments of white space in your business life.

Please visit epicpeople.org to view a full-length video of this Pecha Kucha.



IMAGE CREDIT: © Marlisa Kopenski, Artist

Marlisa Kopenski Condon was voted Most Creative by her high school classmates and went on to earn an MBA from the Kellogg School of Management, disappointing everyone. She is currently the Director of Business Strategy at Design Concepts, a product innovation and strategy firm in Madison, WI. Marlisa.kopenski@design-concepts.com | [@MarlisaKopenski](https://twitter.com/MarlisaKopenski)