

The 3-D View

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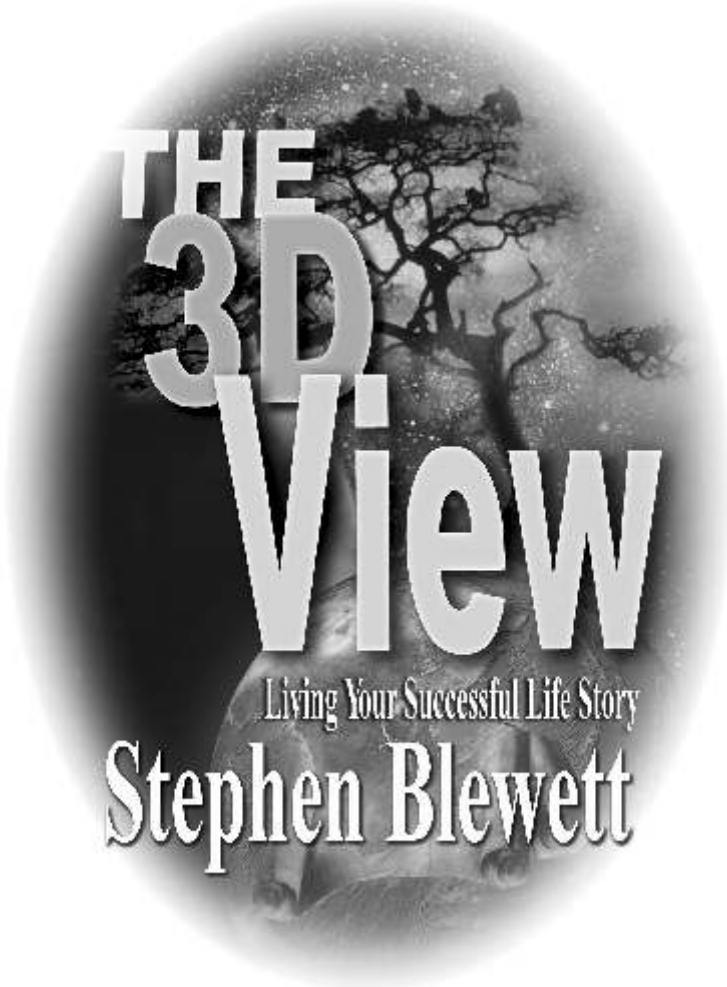
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website: www.stephen.blewett.co.za

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THE
3D
View

Living Your Successful Life Story

Stephen Blewett



Dedication

To Tracey who continues to keep me
focussed.

To Chloe and Caleb who remind me
every day that 3D thinking is a way of
life.

Acknowledgement

Like anything of substance, the work in this book could not have been made possible without the support and dedication of a number of people. It is the result of the collaboration between these individuals, the insight that they have provided and the tireless cheerleading from the side that has enabled me to bring this story into the public domain. And, for that I am grateful to Robin Beck, Nadia van der Veen, Gary Alfonso, Jack Black, Craig Mc Dermid, Mondli Makhanya, Roy Marcus, Justin Hume, Yolande Loots and Lezette White. Their willingness to impart advice and to share in this endeavour is inspiring and appreciated.

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Preface



In this book we will examine the 3-D thought process and what it means to be a 3-D thinker.

- In part 1 we will go Back to Basics. We will review our journey so far and where we are heading. We will attempt to remove the clutter in order to refocus on what means the most to us.
- In part 2 we will take our re-focussed minds and apply it to what our future can hold. We will learn the techniques to build the house we deserve and desire. Effectively part 1 is looking back while part 2 is looking forward.

3D View

Why Story Telling?

I have been asked why I use story telling as my method of communicating the message. The answer is simple yet powerful. Story telling has been used as a method of communicating a message or teaching from generation to generation for centuries.

Throughout the world this has been the case but no more so than in Africa where to this day these stories are still shared in song, art and the spoken word as young and old eagerly absorb the tales of the ancestors and learn anew or rekindle their passion for the wisdom of the past. The business world is also starting to realise that this is the best method to communicate strategies and business complexities. The key point is that the telling of tales paints beautiful word pictures which can be easily retained and passed on.

So let's embark on our journey. Let these tales reveal their true power and work in your life as they have in mine.

3-D Thinking

The 3-D View is simply this...The ability and vision to have a solution driven rather than a problem driven life. This perspective is what makes great leaders and entrepreneurs; those who see it differently. It is also this same perspective which leads to successful and fulfilled individuals. These are people who say that X

+ Y does not have to equal Z. Why can't X + Y equal apple?

We are often taught during our formative years to think in a single dimensional way. The single dimensional way ignores that we live in a 3-D world and that there is not only one way to look at what life thrusts before us. There is not only one solution for every perceived problem. This sequential thinking has its place, but is not the only rule to govern our lives by. The 3-D world we live in demands that we look at every angle, every shadow and every solution.

We all experience Jolt moments or Paradigm shifts, as Stephen Covey calls it, in our lives. These are moments that can either have a temporary or permanent impact on our view. They are moments that surge through us like a bolt of electricity to shock us as to the reality of our perspective on life. This change can be permanent in that we start to view everything around us with a 3-D view or temporary in that we are for that moment forced to re-evaluate the perceived outcome of what confronts us.

Think now of any such moments you have experienced. Think of the emotions you experienced. Were you confused, afraid, sad or even disappointed in yourself? Why do we experience such emotions? Simply because the foundation on which we have consistently based our thinking has been shocked to its core. It is not very comfortable to examine our-

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selves, to look inward, as we are sometimes not pleased with the image reflected back at us. We sometimes forget to look at what stands before us from every angle. The annoying work colleague or irritating family member is certainly more than these single dimensional labels. These are people who have their own daily struggles and own beautiful sparkling characteristics. What is required is the effort to look intently for these different angles. It does not come easy but the view is glorious.

Within the pages that follow we will look at the tools and techniques that many great people use to achieve success through a 3-D view. These tools are there to remind us that success in life is not as a result of one factor but rather a combination of factors. Each of these tools forces us to examine ourselves and those around us so as to get the complete picture. The 3-D View!

You will also find personal review exercises at the end of each chapter. These are designed to assist you in using the tools to sharpen and complete your view.

Part 1

Back to Basics



What are the basics? This is a question with a multitude of answers. The answer depends on who you are speaking to. For some it is just food on the table and for others it is luxury cars and large houses. It is therefore logical to conclude that there is not a common set of basics for all of us. I can not (and will not) prescribe what your basics should be. What makes us such interesting and inspiring people is our diversity. Uniqueness should be nurtured not destroyed. What we will however do in this section is to activate your 3-D thinking sufficiently to see through the clutter. We will unpack what we consider or have been taught are the basics.

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Our basic makeup and essential being, if lost, can destabilise us and make us aimlessly wander through life looking for direction. Over time this critical part of our makeup can be lost as the innocence of youth is cluttered by pressures of daily living. The hollow victories of our lives bear testament to the fact that we have won what we thought we desired, but not what was required to feed our souls. We are constantly being told by the media what we NEED to have. We subscribe to these new basic value systems. We strive for them even at the expense of everything around us. The balance of life is often lost as we dedicate ourselves to achieving the perceived goal and purpose of our lives at the expense of ourselves. We reach a place that we think we want with a pathway scattered with those we have sacrificed to achieve our lofty goal. Then we discover the harsh reality of what and where we are. This was not what we wanted! It didn't give us the peace, joy and fulfillment we all yearn for. Instead we look around us only to realise that everything we have sacrificed was for a lie.

Let us start today in examining our basics to determine if we truly are building on the basics for us before it's too late and we have to face the harsh reality of our mistaken goals.

Chapter 1

The Batoba Tribe



Chief Tulungu thought back to his youth as he cast his eyes around the room at those seated on the floor before him. These were his boyhood friends and confidants and now his advisors. He thought of where they had come from and where they were now. Were they better because of it? Had they done the right things? Had he lost his focus?

So many unanswered questions. He was tired. His soul was drained. He got up and walked unnoticed to the window. The debating and discussing continued on behind him. He looked at the scene below and thought back to his youth. The large Baobab tree that had always been the centre of village life still stood proud in the midday sun. Its huge boughs tended to

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create some perspective as to everything that happened in the village.

It was under that tree that he had listened to his father and his advisors discuss the daily issues of the village. How things had changed. He reflected on his early memories of those meetings and what they had meant to him.

As he saw himself herding the cattle toward the kraal he could see the elders in the distance. The village was neatly laid out atop a lush green hill. As one approached the village you were immediately struck by the hugeness and grandeur of the Baobab standing proudly in the centre of the village. It was surrounded by a scattering of dome shaped grass woven huts.

Next to the Baobab was the largest of these dwellings which belonged to his father. Nearby was a large kraal where the cows were kept. They were the sign of his father's wealth and power. His success! Surrounding the entire village were cut down thorn branches to keep out unwanted predators. Beyond this the green valleys extended as far as the eyes could see.

Water was plentiful and a well worn path meandered down to the river. At the river's edge was a smooth stone where the women did the daily washing and discussed family issues. These discussions were often interspersed with loud and cheery laughter. This same river was also his playground. This is

where he and his friends gathered clay to make animals to bake in the sun. It was also here that they climbed the nearby willow and jumped into the cool waters below.

Life was simple and carefree. Just then his father called him — then it happened; what he had been waiting for. He was to put the animals away and then come and sit with the elders. He quickly herded them in and ran back to sit on the edge of this circle of wise men.

His father began by addressing him in a slow, deep and thoughtful voice. "Tulungu do you see these faces seated around me?" He was not sure what to say and just nodded sagely. His father asked him what he saw in these faces. He told him that he saw old men who had travelled life's path a long time; men with experience. His father pushed him further and asked him what their hearts were like. He did not know how to answer and sat staring not knowing what to say.

Then his father broke the silence by saying "These men have Old faces and Young hearts. You need to develop an old heart for your young face." He then went on to explain how a young heart in an old face means that change is always possible and that a young man needs to apply wisdom to his many decisions. He began to recount a tale of old. These tales were the methods by which life's lessons were passed down from generation to generation.

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Our ancestors have passed down to us the history of what we have around us. One story they tell us is of the Wild Dog. Wild dog was in those days looked upon as a rather simple sort of animal. He was known as the playful one, the young and impetuous one. Yet for all this he wanted to prove to the other animals that he was not as they thought. He was not merely a scavenger, but could also be a hunter.

He decided it was time to learn from the other animals and try to replicate them. He watched lion hunting. He saw their strategic stealth movements in the grass and decided this seemed like a good method. The next day the pack set off early on their first hunt. It did not go well. Although they worked as a team there was too much noise and not enough focus. Needless to say the impala were gone long before they approached.

Disappointed but undaunted they decided to observe cheetah. He seemed to have a similar physique as them so maybe he would show them a method that suited them better. They watched as cheetah hunted alone. Finding his prey and bolting at a lightning pace to make the deadly kill. Wild dog decided to try this more acceptable method.

After much discussion (and convincing) Inja the pack leader went alone to hunt. Without the distractions of the rest of the pack he was able to focus on the impala and move in slowly. Finally he made his move. He dashed out from the long grass at full

speed. The impala let out a warning bark and together with the rest of the herd sped off between the thorn trees leaving a trail of dust. Inja stood bewildered and alone at the spot where his prey had stood. Ashamed he slowly made his way back to the pack. By now they were hungry and tempers were starting to flare. Fights broke out as accusations were levelled.

It was then decided to try one more method. They would carefully observe crocodile. His methods were tried and tested over the ages. They watched crocodile wait patiently just beneath the water as the Kudu moved gracefully down to the water's edge. At the very moment that it lowered its head to drink, the crocodile struck. He pulled the kudu into the deep of the water where he rolled and rolled until all the thrashing had stopped and the prize was won. Wild dog decided that the secret here was timing and a slower bigger prey.

They searched all that afternoon and found a large waterbuck. As he started to nibble on some juicy leaves they struck. At first it looked encouraging but the waterbuck lowered his razor sharp horns and pierced Injas thigh. He let out a yelp of pain and backed off. Soon the entire pack with various degrees of injuries backed off letting the waterbuck canter into the distance.

Inja then decided it was time to go and see the wise Elephant Madala. His wisdom would solve this

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mystery of their inability to hunt. Inja left alone to find Madala. The pain in his thigh was almost unbearable but he kept going as his pride would not allow them to scavenge. He wanted to hunt. He found Madala after a journey of many days. He approached him and respectfully bowed his head. Madala asked him why he had come. He explained how they wanted to hunt and not just scavenge.

Madala listened and explained that the youth of Wild Dog was his greatest weakness and strength. The need to eat was common to all animals but the methods were different. Scavenging like hyena was not less honourable than hunting. It fitted its purpose in the plan. "Your youth has caused you to forgo wisdom. Be young but think with an old heart" he told Inja. He went on to explain how Wild Dog could hunt if he chose to use his strength of youth and energy. Wild dog needed to work as a team, choose a prey of appropriate size and pursue it until it was tired. With the boundless energy they possessed they were sure to succeed.

So this is how Wild Dog developed the hunting skills he so aptly uses today. He used his strengths instead of copying other's strengths, but most importantly he used wisdom. He used the strength of youth with the knowledge of an old heart.

With this Tulungu understood what his father was teaching him.



We talk about the folly of youth and every one of us has made our fair share of mistakes. We all require guidance at all stages in our lives. The key is to chart our own path whilst gaining from our past and learning from others. Learning is not the exclusive domain of the young. Old faces need the young hearts. As we grow older, and hopefully wiser, we all need to show the willingness and flexibility to learn we had in our youth. Our current state is a function of our past experience and our potential future. We need to ensure that what our hearts desire is truly what our hearts desire and not what we see others achieving and assume that it is the ONLY definition of success.

Each of us has core strengths we need to identify. They may not be obvious to us or even to those around us but we need to explore and challenge ourselves to reveal these core strengths. Many people condition themselves or are conditioned to believe they know their true strengths and abilities without being absolutely sure. We are often amazed at ourselves when trying a new challenge and discovering that we actually enjoy the experience and more than this we are good at it.

I have always had a fear of heights, or so I thought. My entire life I have avoided anything that is remotely high. When I was extended an invitation to go on an introductory flight on a helicopter I was reti-

3D View

cent to say the least. I did all the soul searching imaginable. Why would I even entertain such an idea when heights were not my thing? I eventually decided to throw caution to the wind and have a go at it.

My first flight was terrifying. I felt uncertain and scared. Every possible scenario played vividly through my mind. I sweated, I prayed and I wished for the lesson to end. After we finally landed I walked shaken back to my car and happily drove back on terra-firma. I now fly regularly and have a helicopter pilot's license.

How did I get from that day to this? First I realised my fear was because I had conditioned myself to believe that due to my fear of heights I would not enjoy the experience. On my second flight I went with the attitude of mind that this is potentially something I could be good at. I was going to ensure I gave it a fair go without my own bias. I had to fight my urge to panic and to embrace the experience. As the lesson wore on I could physically feel myself relax and enjoy the experience. As I concluded more and more lessons my assessment of myself changed to the point that I realised that piloting a helicopter was something that I enjoyed and had the ability to do. Were there any set backs during this process? Yes! I was witness to a helicopter crash which made me re-examine my desire to fly.

Once the emotion had subsided I renewed my fervour to fly. Am I still scared of heights? Yes! However in an aircraft my love for flying overcame this. My strength overshadowed my weakness.

Like most I too have had experiences where I have challenged myself and realised that my first perceptions were correct. Sometimes it is just not our strength. My art projects from school bear testimony to the fact that no matter how hard you try if it's not your strength it's not your strength. This is not failure but rather reality. What amazes me is how few have really challenged themselves to establish these core strengths. We will never know if the list is complete unless we continue to focus on challenging ourselves. How sad to play to our perceived strengths when our reality is far more enjoyable. The utilisation of a core strength brings its own rewards. We feel liberated, positive and unique. Every time I fly I feel the weight of the world left far behind me on terra-firma as I soak up the experience of the freedom of flight



Personal Review

- List 3 things you want to try and write them down. Disregard what you think you can do.
- Set deadlines to try reach one to the full.
- Embrace those you enjoy and start discovering your core.

Helpful Hint

YOU need to discover and grow what are actually your core strengths!

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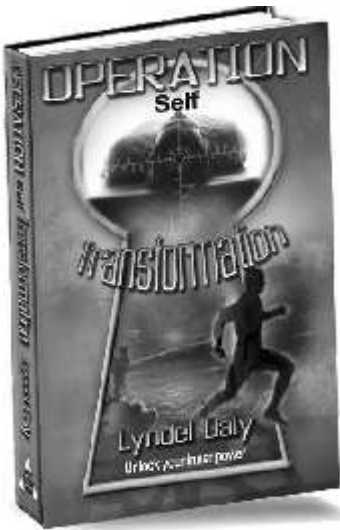
About the Author



Stephen Blewett is the Managing Director of a major telecommunications company, a helicopter pilot and avid mountain biker. He continuously challenges himself and others to reveal all the different aspects of themselves through his books, articles and training.

Blewett has a passion for Africa and resides in South Africa with his wife and two children.

Operation Self-Transformation



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By Lyndel Daly

A Self Coaching Guide to
Personal Freedom

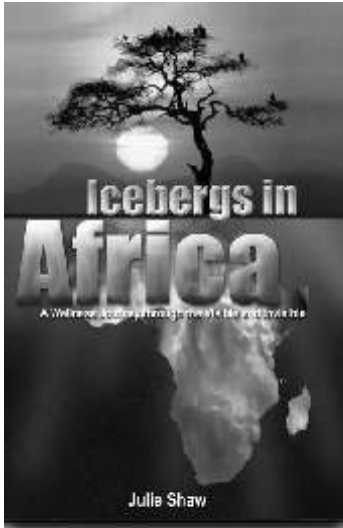
Takes the reader on a
journey of
self-discovery. Topics
include:

- Exploring past conditioning.
- Owning limiting beliefs.
- How one is controlled by others.
- Immobilising emotions

The second part of the book looks at expanding beliefs, how to get rid of the past, how to live in the present moment, how to take your control back, insight into new empowering thought habits, reconnecting with your values, passions and even exploring your life purpose.

Icebergs in Africa -

A wellness journey through the
visible and the invisible



ISBN 0958449392

by Julie Shaw

The concept of wellness is expanded to encompass all-round psychological as well as physical well-being in the business arena. A well researched yet individual account of the implementation of a revolutionary program into a

World Class, but highly traditional company. What makes people well and unwell in a corporate setting.

'Icebergs in Africa' does not set out to answer the many questions pertaining to wellness at work; rather, it sets out to define a different view on wellness, to ask some important questions, to explain aspects of the De Beers approach, and to explain how a journey that appears to be so organisationally relevant held great personal relevance too.



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