

# Infinico Holdings

## 5 Guiding Principles



Before *Infinico Holdings* had a name, it was just an idea driven by a few theories and beliefs. Five core driving forces laid the foundation for an organization focused on connecting people to places and developing resilient, sustainable economies.

As our vision, network, and technology have grown, these initial forces continue to serve as the foundational principles that guide us forward.

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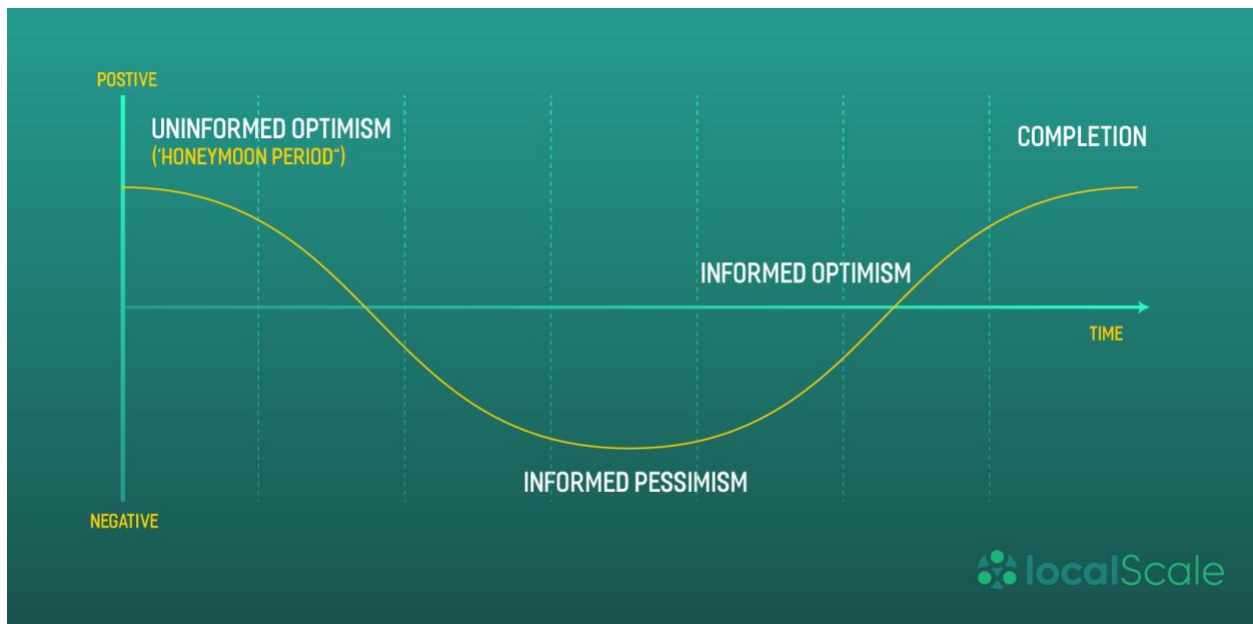
## 5 Guiding Principles

### 1. Positive Change Cycle

When we see a problem, we are optimistic about solving it. We see the benefits of change, so we brainstorm and strategize for the future. This is often true when we see problems in our changing climate and inequitable systems; we are optimistic about designing solutions and even eager to start the process.

However, as it begins to sink in how truly complex, extensive, and urgent the problems are - rising temperatures, finite oil, overpopulation, the potential for systemic collapse - it can all seem like we're heading for a wall.

We may feel overwhelmed, insignificant, or too late. Recalling the Positive Change Cycle can be helpful during this cognitive negativity - an emotional dip into informed pessimism.



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The Positive Change Cycle says we experience a range of emotions during change.

That range of emotions has four phases:

1. Uninformed Optimism (We got this!)
2. Informed Pessimism (We don't get this)
3. Informed Optimism (It's tough, but we can do this)
4. Success (We did it!)

The most effective method to move through Informed Pessimism is to make realistic plans and take action. Talk to other people, find organizations already working toward solutions, and decide how you can contribute.

By acknowledging the reality of the challenge and taking small steps forward, the benefits of our actions will begin to appear, progress becomes possible, and optimism can reassert itself; this process can feel energizing, expanding creative boundaries, sparking new ideas, and delivering results.

As we proceed with our best effort at optimism and solutions, we should trust the natural waves of positive and negative emotions and tap into a supportive network of many other people doing important work so we can continue to take action to keep moving forward.

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### 2. Power of Small Wins

Once we take action, it is easy to feel overwhelmed by how much work is needed to create meaningful change, and it's easy to feel like our actions don't matter against the immensity of the problem.

We invite the Power of Small Wins to enter the chat here.



The power of small wins, or the 'progress principle', is explained in an Article Published in The Harvard Business Review in May 2011 by Amabile, Teresa M., & Kramer, Steven J., titled “[The Power of Small Wins.](#)”

*Of all the things that can boost emotions, motivation, and perceptions during a workday, the most important is making progress in meaningful work. And the more frequently people experience that sense of progress, the more likely they are to be creatively productive in the long run...everyday progress -even a small win- can make all the difference in how they feel and perform.*

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We often focus on achieving long-term goals or breakthroughs when we think about progress. However, ordinary, incremental progress and small wins tremendously boost our inner mindsets and outward impact.

When we see progress, even small progress, we experience more joy, warmth, and pride; our mood and perception become more upbeat, and we see people as more mutually supportive.

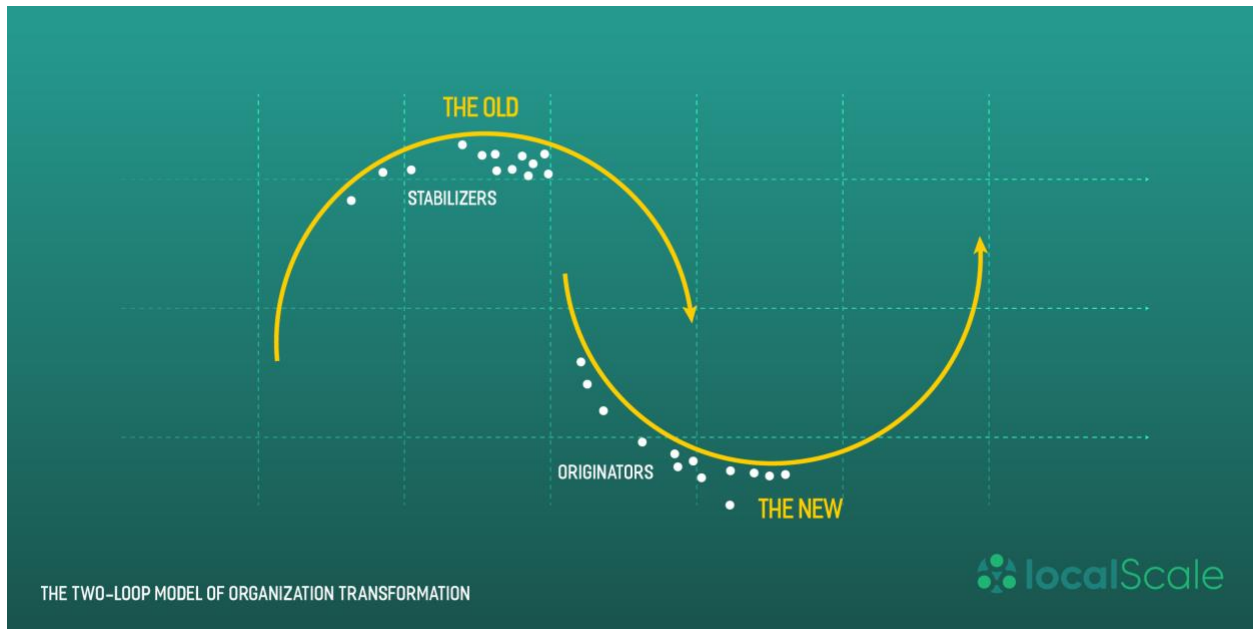
This cognitive shift improves our inner experience and our ability to be effective changemakers.

To sustain ourselves on the long path to meaningful change, we must recognize -and celebrate- the power of everyday progress. **Win. Celebrate. Repeat.**

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### 3. Two-Loop Theory



Building radically new systems is complex. Existing power structures will resist change. Naysayers will sow doubt. Roadblocks will be discouraging. Every revolution has started like this. Persistence is vital when implementing new paradigms. To continually find the courage to break away from current patterns, we have seen the Two Loop Theory helpful.

Purposeful transformations are complicated, and the Two-Loop Theory suggests that any meaningful transformation will simultaneously have aspects of disintegration and germination; systems, patterns, policies, beliefs, and identities will all paradoxically grow and disintegrate as a transformation develops.

If we want to push the development of our systems to be better - especially if we want to create positive experiences for people involved on both sides - we should be prepared to continuously embrace and support both the disintegration cycles and the germination cycles, the living and the dying sides of any evolution.

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### 4. Collaboration



In the paper, "," Meg Wheatley and Deborah Frieze from the Berkana Institute stated,

*Despite current ads and slogans, the world doesn't change one person at a time. It changes as networks of relationships form among people who discover they share a common cause and vision of what's possible...*

*When separate local efforts connect as networks and strengthen as communities of practice, suddenly and surprisingly, a new system emerges at a grander scale.*

*This system of influence possesses qualities and capacities that are unknown to individuals. It isn't that they were hidden; they only exist once the system emerges.*

We believe in collaborating to create resilient, regenerative local economies. Collaboration is an Infinico Holdings guiding principle and the foundation of our vision for better systems that serve the people and planet. (Click to collaborate!)

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### 5. Integrity



*Structural alternatives can only take root or survive with deeply ingrained values to sustain them.- Joanna Macy*

Running a mission-driven company takes integrity, honesty, and a commitment to strong moral principles. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Infinico Holdings is a **certified pending B Corp!**

B Corps forms a community of leaders driving the global movement toward reduced inequality, lower poverty levels, a healthier environment, stronger communities, more purposeful jobs, and an overall positive impact on employees, communities, and the environment.



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We envision a global economy where business is a force for good. Combining public transparency, legal accountability, and third-party assessment helps build trust and value with B Corp certification.

We are witnessing a shift in our civilizations.

Circular economies, doughnut economics, regenerative agriculture, and spiritual ecology are all gaining momentum through the actions of countless individuals and groups around the world.

Collaboration and integrity are essential guiding principles in this global awakening.

As we continue making daily progress in this purposeful transformation, we look to the Positive Change Cycle for optimism, the Power of Small Wins for inspiration, and the Two-Loop Theory for embracing the complexity of this evolution.

We acknowledge and thank LocalScale for the opportunity to collaborate on “5 Guiding Principles”.

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