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Friend,

The International Purpose - Purpose Statement: To transcend the traditional structure of work and business to create a more humanistic model supporting the overall well-being of all individuals as it creates right livelihood for millions.

HONORED TO BE WORKING IN AFGHANISTAN

As you read this newsletter, I'm coaching faculty at the National Agriculture Education College (NAEC) in Kabul. I am partnering with the Wageningen Centre for Development Innovation, The Netherlands, to benefit the ATVET project in Afghanistan and conduct coach training to NAEC faculty as a skill to



Dean of NAEC to develop, implement and evaluate a coach training program with follow-up over a one-year period.

This endeavor is being implemented by [Wageningen University and Research](#) and The Netherlands [Ministry of Economic Affairs and Climate Policy](#) to benefit this [ATVET](#) project.

NAEC provides pre-service training for agricultural high school teachers. They currently have 38 faculty. I am finding quite an interest in the coach training as a way to assist students in solving their problems at a core level. The faculty are seeing it as an additional skill to add to their teaching toolkit and to offer a way to encourage students to interact to a greater extent as they also learn critical thinking skills and change behavior.

Please let me know if you are interested in talking further about this initiative. I would be more than glad to share the process.

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PATRICIA: BLINDED BY THE TRUTH

It is a factor of human nature that we tend to see what we want to see. This short-sightedness often blinds us from

the true reality of a situation. We miss the mark, don't get to the core problem, and if lucky end up satisfying only a very short-term need.

I've recently realized how I so often reinvent the wheel trying to aim for perfection. Case in point is this very newsletter. It has taken me months to get this out to you. My goal was September, and it is now December. I am not perfect and will never be, so if I can see the truth of this soon enough you will get the next edition in January.

How many times have we in the international development space found ourselves seeing only what we want and not truly leaving our clients much better off than they were before our work. We miscalculated the degree and depth of change and time needed and came up short. Yes, we mean well and overall do good work, but we can do better and most of us know it.

Yes, our work is complex and there is no simple answer, but if we can from the beginning dig a bit deeper to understand the mindset or mental models from which our partners in emerging markets make decisions, we can start from where they truly are and not from just what we see on the surface.

The following passage includes four points you might consider to help dig deeper into your organization's mental model. I always say, "It won't hurt and might help." Let me know if it does.



AN ENLIGHTENED BUSINESS APPROACH FOR INTERNATIONAL DEVELOPMENT: Four Considerations to Reshape Your Thinking & Your Organization

During my first trip to Senegal, in 2008, I was touched by the people, the culture and the sense of humanity. I felt more at home there than anywhere I'd ever been. This feeling and sense of belonging, which I believe everyone desires, has greatly impacted me and my work.

I am here in the international development space for the long term and think we can all do better if we are to continue to work, serve and do what we love.

It seems obvious that we can't keep relying on [USAID](#) monies and, to be honest, this business model is at best a co-dependent one. We can go with the changes coming our way around governmental policies, funding and priorities, or we can step up and be the more desired change that starts in our own backyard – in our own organizations.

Here are suggestions for how to start:

- 1. First and foremost, reframe the labeling of “developing countries” and “developed countries.”** In most cases, the countries we work with have harkened the start of civilization and are the birthplace of the human race. They are NOT developing but are in need. My preference is using the phrase “partnering countries.” After all, they are the source for their answers when we take the time to listen at a deeper level and honor their wisdom.

sense. I have learned much in my work in Senegal, Egypt, Nepal and now in Afghanistan. These countries are rich with a sense of human nature that we don't even come close to in the U.S. I have much to learn from them.

3. Knowing our intellect alone is passé. The answers needed to address our complex global problems come from a more holistic source of intuition, wisdom and heartfelt knowing. The answers needed can be found anywhere and everywhere. They are all around us. If we listen with new ears, they will surface and strike. Buckminster Fuller, the famous futurist, poet and philosopher, said, "Insights come to us at a 90-degree angle." So, "put up our antennae," be patient and trust that THE answer will come.

If we are the ones primed to address the [sustainable development goals](#) and assist our fellow global citizens to end hunger, create right livelihoods for all and enable a more equitable world, then we must remember that we aren't the experts.

As Albert Einstein said, "The intuitive mind is a sacred gift, and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift."



So, I'm putting out a challenge:

If you are a decision-maker in your organization, willing to be challenged and nodding "yes" as you read the above, then let's set up a meeting to talk further.

I'm back and in the office after Dec. 13th and would welcome a conversation.

Certainly can't hurt and may help.

A CNBC AFRICA VIDEO ON ADVANCING WOMEN AND INSURANCE IN EMERGING MARKETS

Last but hardly least, learn more about how the International Finance Corporation is assisting women to advance in the insurance and financial sectors in this CNBC interview with Marieme Esther Dassanou, gender specialist, IFC gender secretariat. Esther is a client of mine, originally from Senegal, who is working as a leader in women and insurance in emerging markets. Her dynamic presence and knowledge are apparent in this short video:

<https://www.cnbc africa.com/videos/2017/04/25/advancing-womens-financial-inclusion>



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