

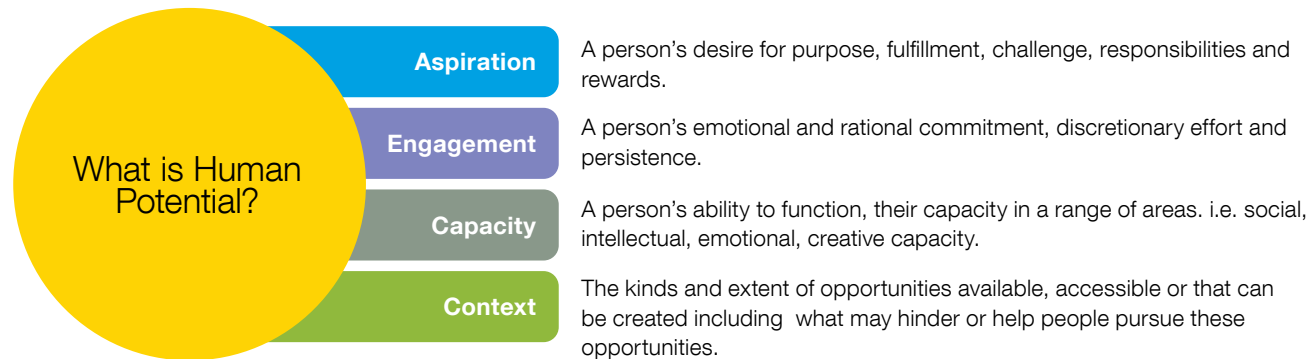


2ND EDITION
STATE OF OUR
POTENTIAL 2020–21
A SUMMARY OF FINDINGS

March 2021



STATE OF OUR POTENTIAL 2021



"THERE IS NO HEAVIER BURDEN THAN AN UNFULFILLED POTENTIAL."

~ Charles M. Schulz, Cartoonist and creator of the comic strip Peanuts.

WHY POTENTIAL?

In a year like no other, in which we have witnessed untold human loss, confusion, anger, loneliness but also resilience, compassion, solidarity, and kindness – have we been able to live the best versions of ourselves and focus on what is truly important in our lives?

The COVID-19 pandemic, climate change and bush fire emergencies, and subsequent economic and social challenges facing Australia, including systemic indigenous inequality have had a stark impact on our economy, politics, and society. But to what extent are these challenges impacting:

- our aspiration and desire for something more in our lives;
- our commitment and persistence to what's meaningful and enduring;
- our ability to function to our fullest capacity; and
- the opportunities available to us or which we can create.

Are we able to realise our full potential?

After almost two decades of working with Australian leaders, Yellow Edge understand that improved performance, greater happiness, and personal fulfillment come when we tap into what authentically matters to people and help them evoke their fuller potential.

What if we asked ourselves what is truly meaningful, authentic, and fulfilling in our lives and made a conscious decision to pursue and develop it? How would things change for ourselves, our families, our communities, and our society?

2ND EDITION OF THE HUMAN POTENTIAL SURVEY

Yellow Edge further endeavoured to uncover how Canberrans felt about their personal potential. We surveyed 456 Canberrans by phone to better understand how much they felt they had already realised, how much they thought they would fulfill in their life, the drivers, and barriers to realising their full potential and the role Canberra plays in people developing and realising their potential.

This is the 2nd edition of the State of our Potential. The 1st edition was launched in early 2020 and whilst the survey has a real Canberra feel, the insights will resonate with our state/territory counterparts and Australians more broadly.

Despite the impact of COVID-19, the journey to realising our personal potential remains positive for Canberrans.

The 2020 survey revealed:

- We felt like we had realised more of our personal potential in 2020 (up 3% from 2019 to 69%) with females more likely to feel they had realised slightly more of their potential.
- We have high expectations of achieving our potential. Just 8% felt they would only achieve less than 70% of their potential in their lifetime. Those in their 50s, perhaps with the most evidence, were the most optimistic
- Compared to those living in other states and territories, we have felt less personal impact and our overall life satisfaction is almost back to pre-COVID levels.
- We felt we had the about the right amount of purpose (77%), responsibility (73%) and reward (70%) in our lives and saw small gains in energy (53%) and time (43%) compared to 2019.
- Those reporting a higher degree of realised potential were slightly more driven by intrinsic motivators such as personal beliefs and values, feeling content and happy, and family life. More pragmatic external considerations such as work and financial stability were particular drivers of younger respondents.
- There were perennial barriers to achieving potential which cut across genders and all age groups. They related a person's physical and mental health, the cost of living, the amount of time in their lives and their employment status.
- We had increased positive perceptions of Canberra, with two-thirds of all respondents (67%) and almost three-quarters (72%) of females reporting that Canberra offers them the best opportunity to fulfill their potential.

WHAT DO WE KNOW ABOUT OUR POTENTIAL?

1. Set yourself challenges.

Where are you right now? Sitting inside your comfort zone or assuming new responsibilities and taking on meaningful challenges? Setting challenges for yourself, however small provide opportunities to identify or re-examine your purpose and your passions, develop new skills and establish new connections. Irrespective of whether you succeed or not, make sure you acknowledge and value your efforts,

2. Craft your daily commandments

Set yourself one or two life imperatives. Repeat these imperatives each day to make them habits. An imperative is something like – 'never turn down a lunch with a friend' or 'always do the housework on a weekday' which you can take each day to help you realise your potential. These imperatives should be timeless and apply anywhere, at anytime.

3. Know your core values

Take a free personal values assessment. Identifying your core or career values can help guide and shape your life choices including opening up new opportunities and support systems needed to pursue and realise your potential.

4. Establish your support team

Achieving your personal potential is not just the result of individual endeavor. It involves, and often relies on the effort, capability, capacity and work of your family, friends, manager, teammates, and a variety of other stakeholders. It is therefore important to surround yourself with supporters, critical friends, coaches, and mentors and those who can enable you to be the best version of yourself.

5. Open doors and pay it forward

Wherever you can, provide encouragement and support to others who are in trying to realise their potential. Try introducing them to strategies, activities, institutions etc. which have helped you in your development. For every helpful

“THERE IS NO CHALLENGE MORE CHALLENGING THAN THE CHALLENGE TO IMPROVE YOURSELF.”

~ Michael F. Staley, leadership speaker and a decorated veteran fire fighter.

piece of advice you've received, tell three others.

6. Talk openly about money.

Making healthy financial choices begins in childhood. Whilst we can't turn back the clock, it's important to have open and honest money conversations with your friends, family, and professionals such as independent financial advisors who can expose you to financial management strategies, help improve your financial literacy and minimise the extent to which the inevitable financial realities prevent you realising your potential.

7. You have come to the right place.

Almost intuitively, we know whether we are living in a community which will nurture and develop us and our family. Share your journey with others. Tell them about what makes your community special and the role it plays in helping you to develop and fulfil your potential.

8. Play the inner game

Focus your attention on what is actually happening when you are learning, developing, and growing or 'in the flow'. When you next experience being in the flow (or zone) write it down. How did you feel? What were you thinking? Where are you? Try to replicate this environment / conditions next time.

“ALONE, WE CAN DO
SO LITTLE; TOGETHER,
WE CAN DO SO
MUCH.”

~ Helen Keller, disability rights advocate,
political activist and lecturer.

