

SURVEY REPORT

3rd Edition

State of our Potential 2022



Certified




This company meets the
highest standards of social
and environmental impact

Corporation



yellow
edge

shaping human potential



“When we tap into what authentically matters to people and help them evoke their full potential, then we can scale greater heights of human performance.”

- Umar Haque

WHY IS OUR POTENTIAL SO IMPORTANT?

Potential is hope and hope is an innate human survival trait – without which we perish.

People within our families, communities, workplaces, social and professional circles who identify, nurture and encourage the potential they see in others are themselves an important form of social and community capital. Their actions in spotting and unleashing the potential in others represent a kind of active investment in the future.

In our largest State of Human Potential survey to date, we set out to better understand the state of human potential in the ACT and across Australia, how much people have been able to realise their potential and what might have enhanced or impeded this.

We define potential as “the capacity to develop and fulfill our ability to be the best version of ourselves to lead happy and fulfilled lives.”

ANDREW SIMON

Founding & Managing Director
Yellow Edge Pty Ltd

The survey has led us to wonder; what if we are able to tap into what is truly meaningful, authentic, and fulfilling in our lives and to be able to make conscious decisions to pursue and develop this?

What if we could fully tap into our latent individual and collective potential? How might we be able to not only live happy and fulfilled lives, but also to also cultivate hope, agency, and capacity to tackle our world’s greatest challenges?

Charles M. Schulz was once quoted as saying that ‘there is no heavier burden than an unfulfilled potential.’ Our hope is that that the Human Potential Survey can play a small part in shedding some light on how that burden might be lifted.





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01

THE SURVEY



01

ABOUT THE SURVEY

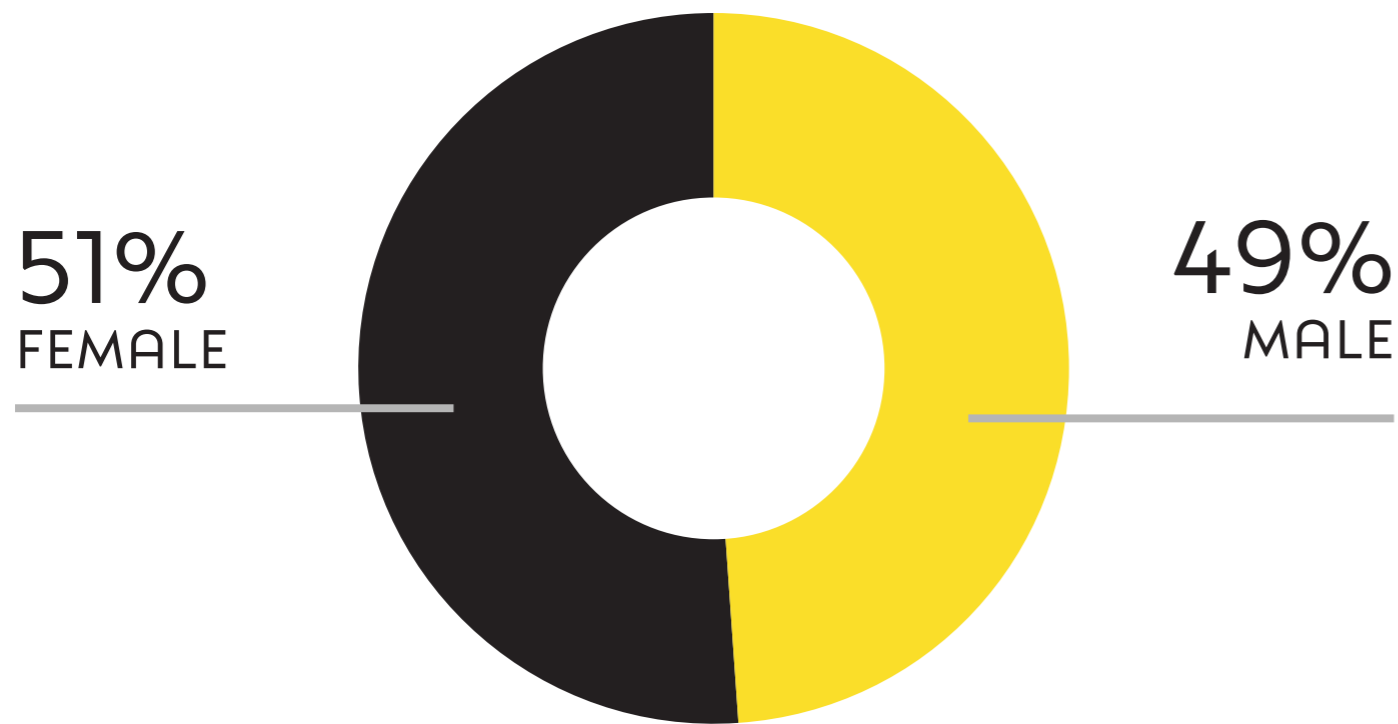
Sample size:

893 AUSTRALIANS

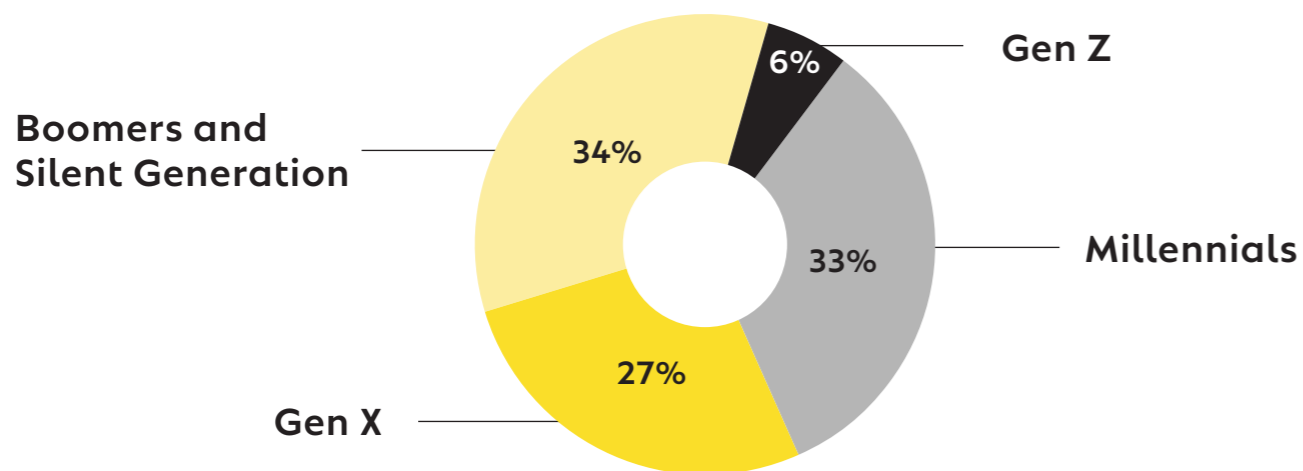
Aged:

18-60+

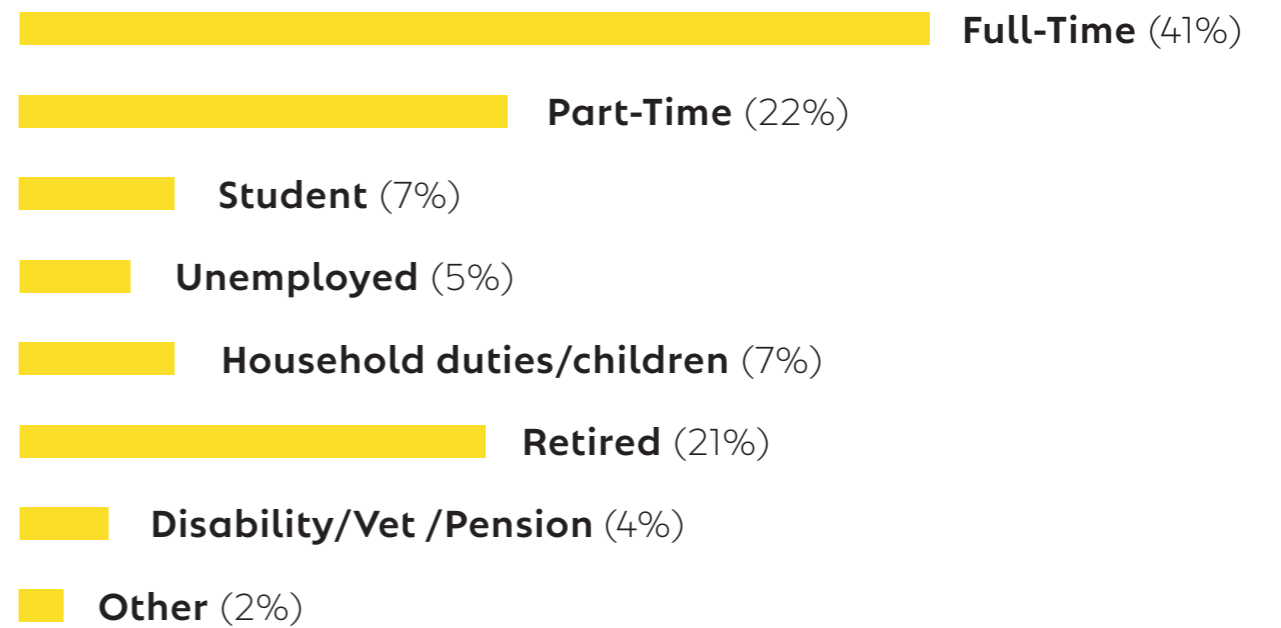
Gender identity:



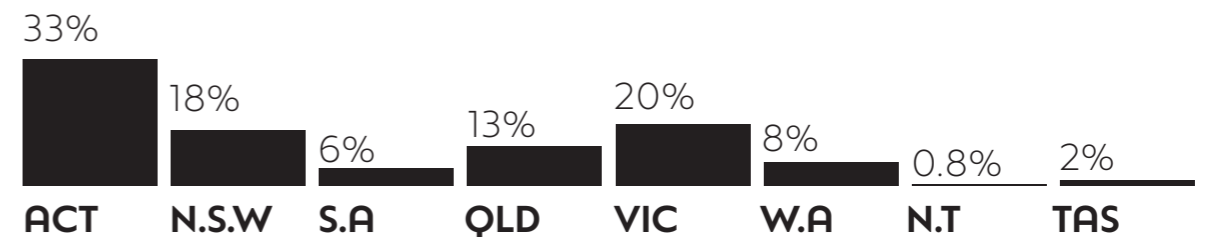
Generational status



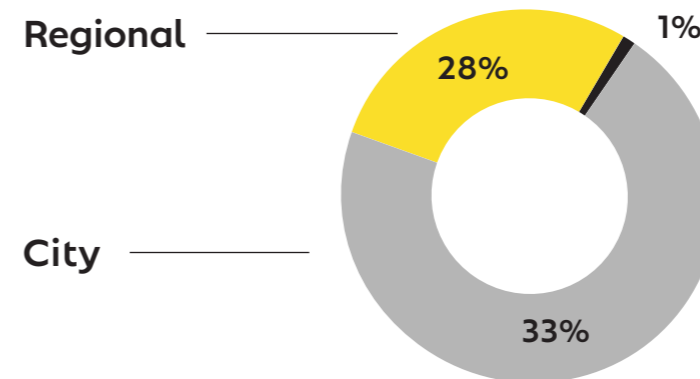
Employment status



Location



Regional 1% Remote



02

FOUR INDICATORS OF REALISED POTENTIAL

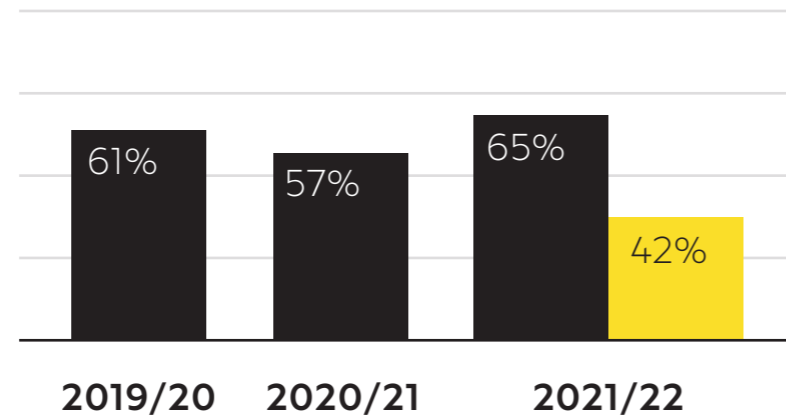


02

INDICATOR 1 ASPIRATION

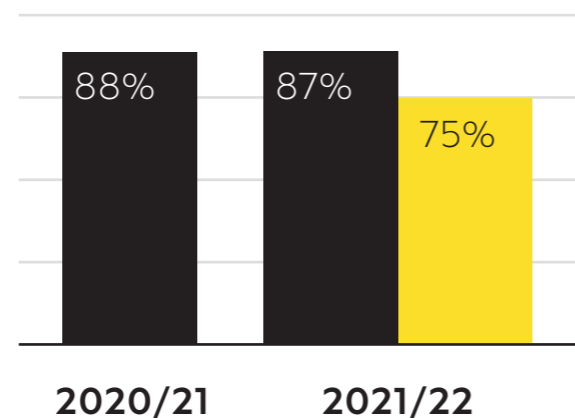
People generally want to achieve more in their lives.

I have a strong desire to achieve more in my life



People are somewhat optimistic about achieving their potential

How much of your potential do you think you'll achieve in your lifetime?

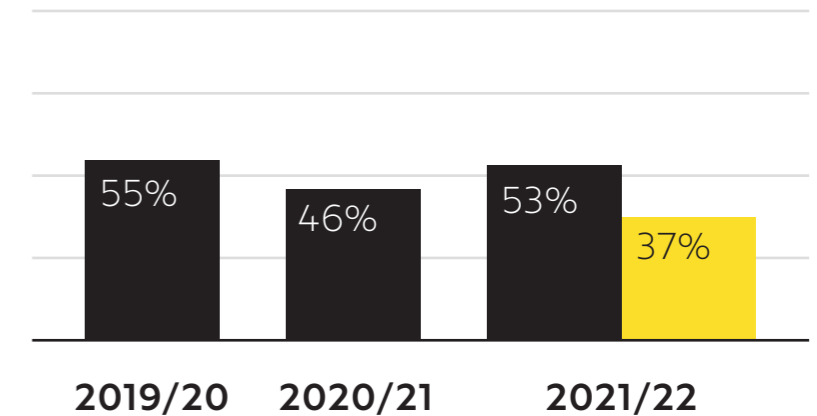


■ ACT ■ NATIONALLY

INDICATOR 2 ENGAGEMENT

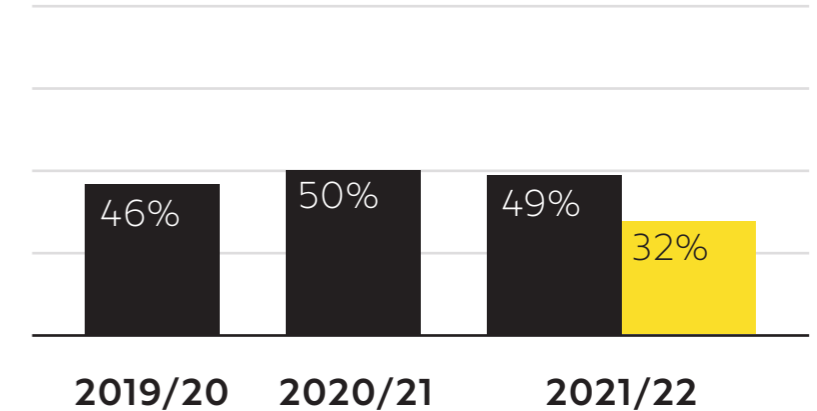
Commitment to achieving potential falls short of actual desire.

I am strongly committed to taking action to develop my potential.



Awareness of opportunities to develop potential need strengthening

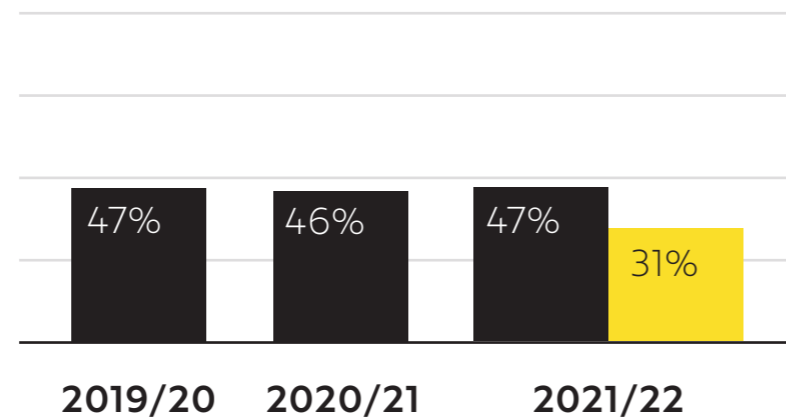
I am aware of opportunities to help develop potential.



INDICATOR 3 CAPACITY

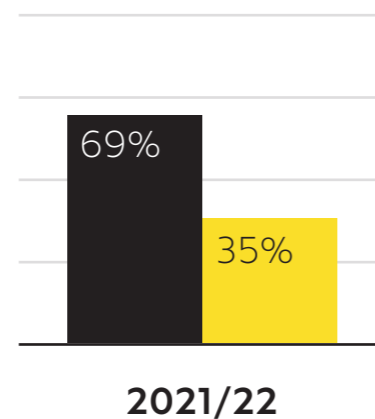
Access to opportunities to develop potential can be strengthened.

I am able to access opportunities to develop my potential



The next 12 months may be uncertain for the development of potential

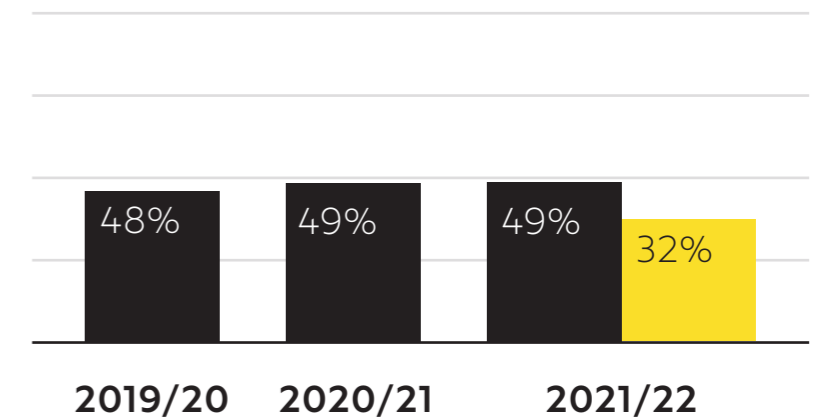
Taking action now or in next 12 months to fulfill potential



INDICATOR 4 CONTEXT

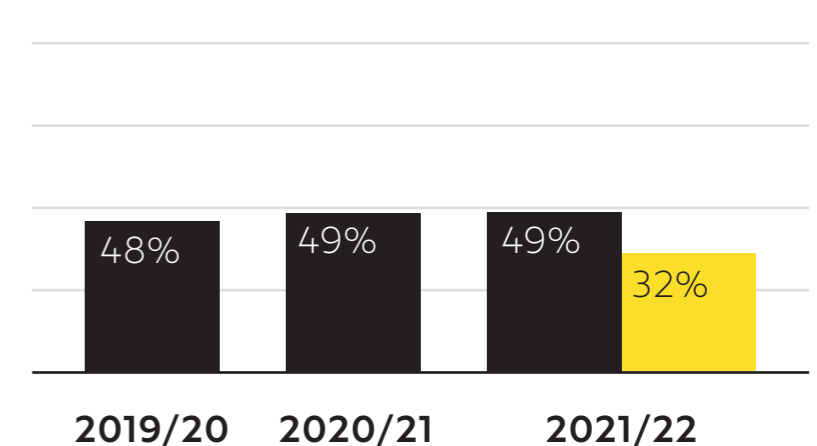
Support for people to pursue opportunities has not been fulsome.

Supported to pursue opportunities to develop potential



Opportunity for communities to play a stronger part in developing potential

Extent to which your community helps you in achieving your potential



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03

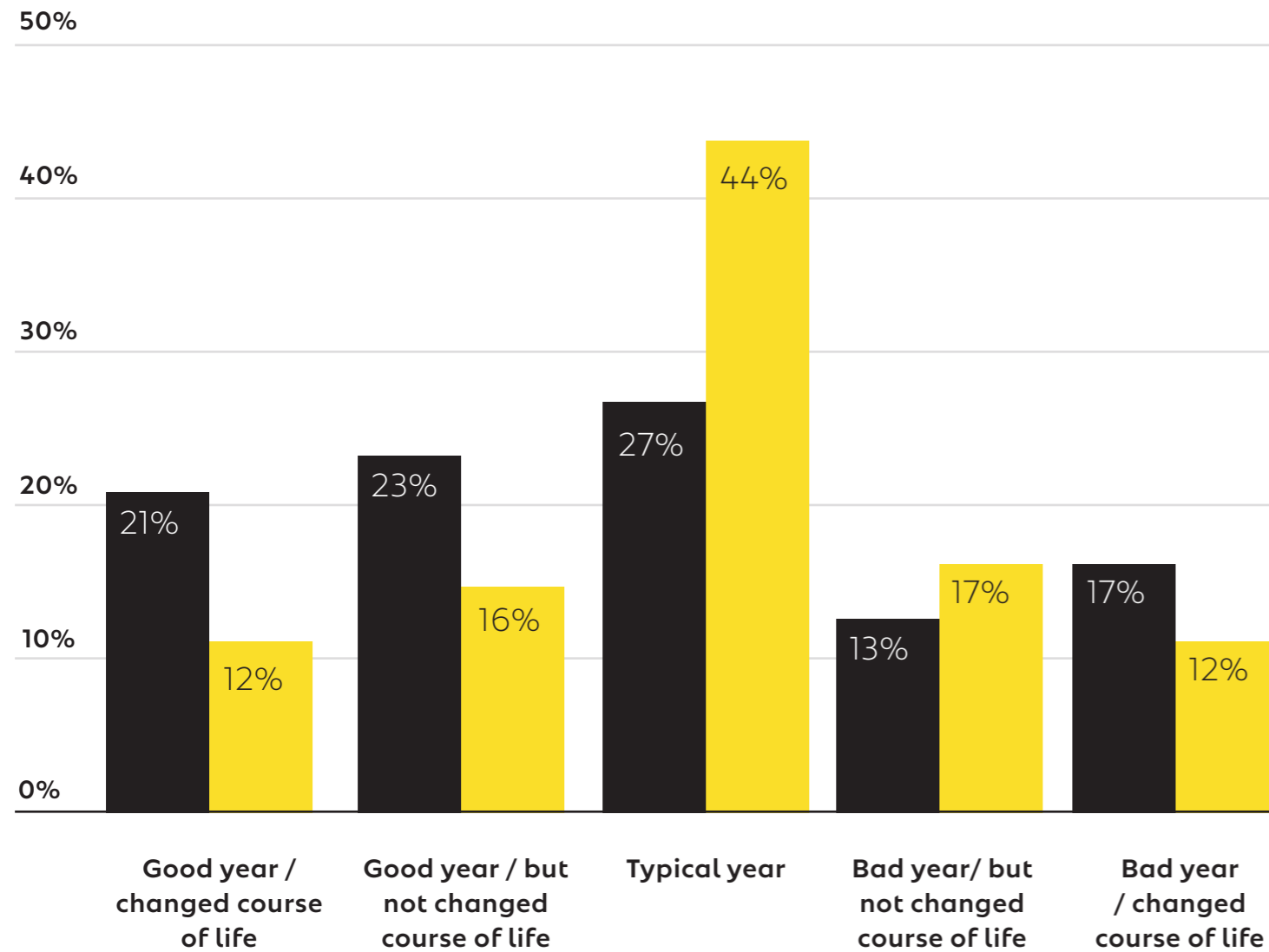
SNAPSHOT OF FINDINGS



03

1. The last 12 months have impacted on personal change

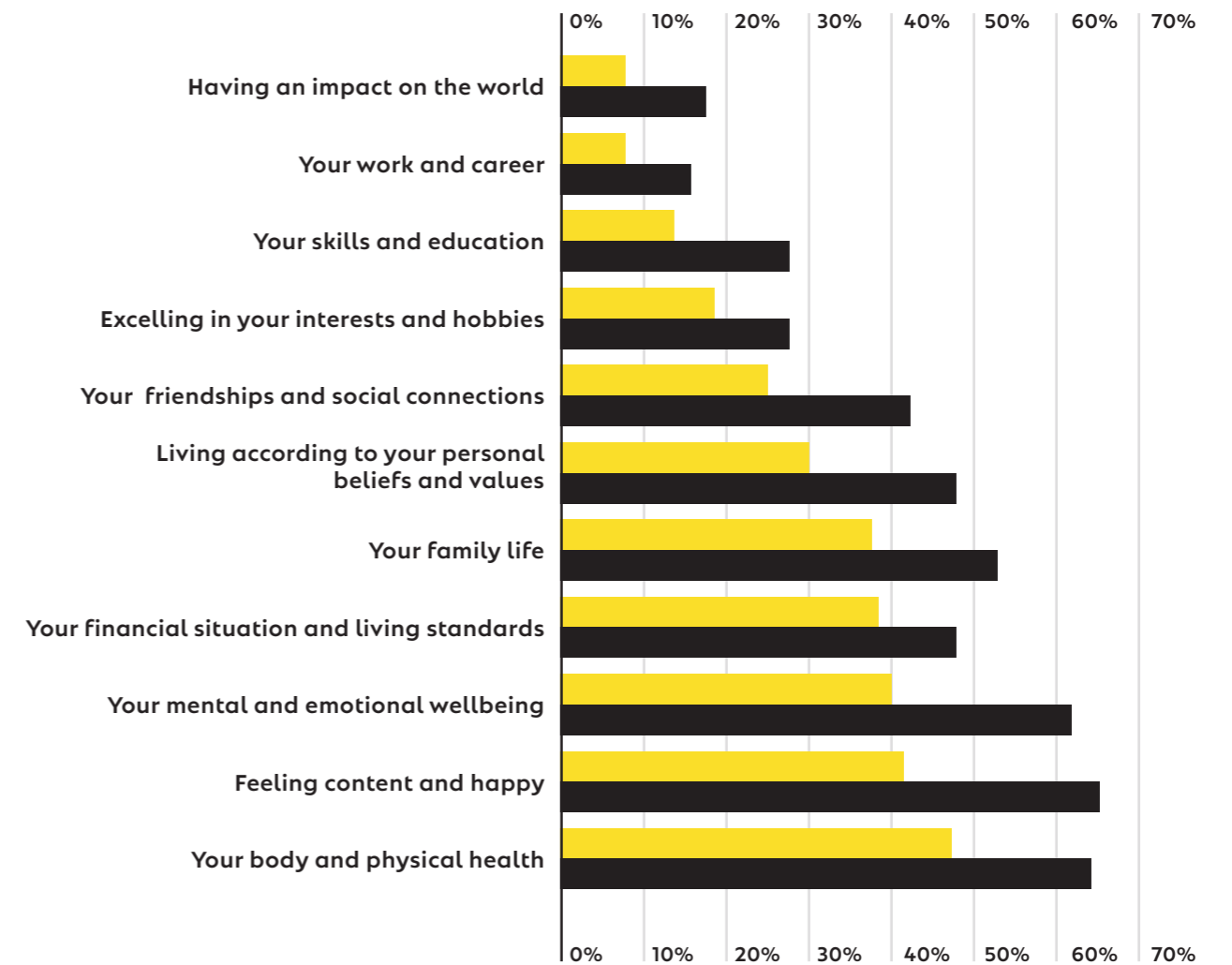
The extent to which the last year changed the course of your life.



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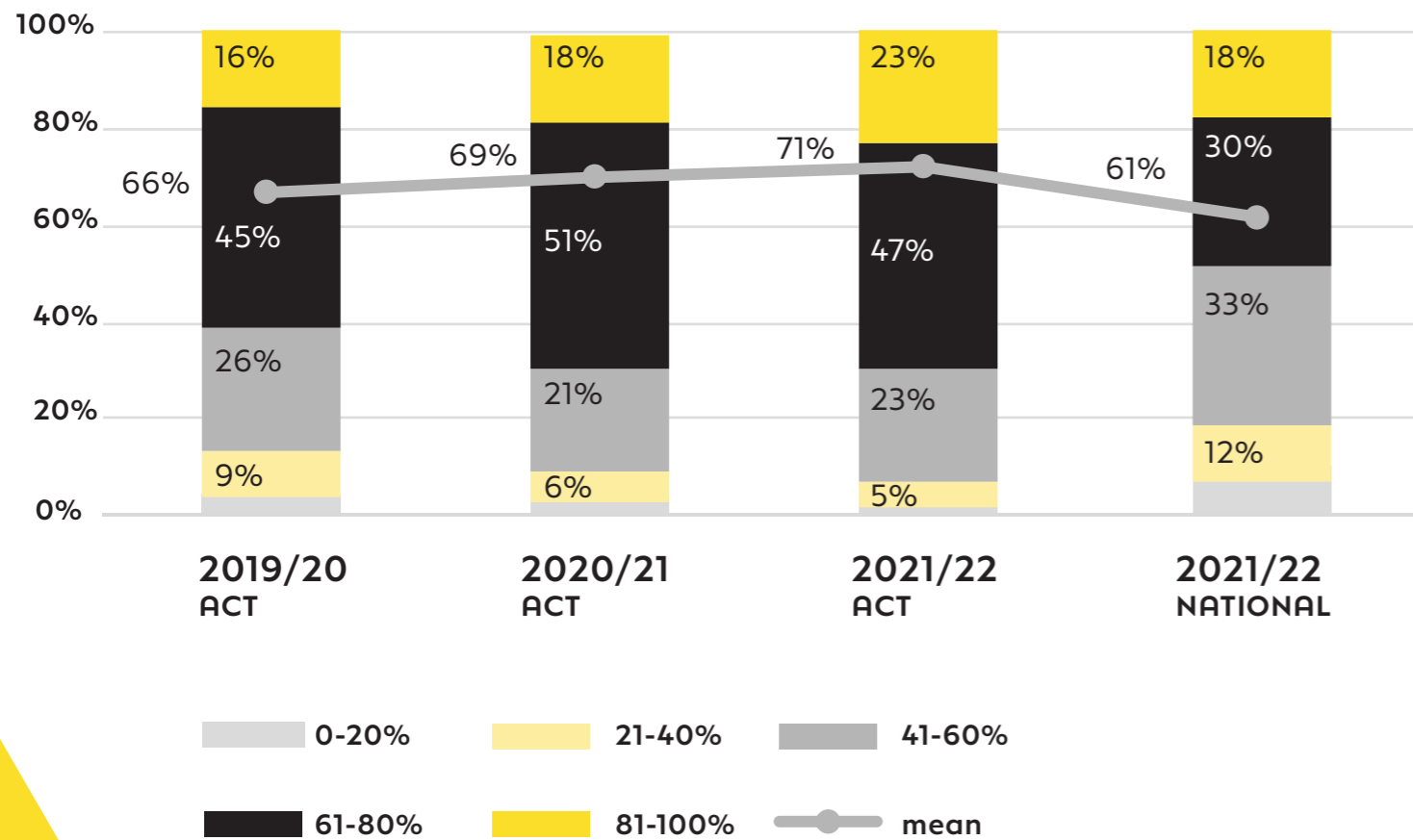
2. Emotional wellbeing, health and feeling happy matter to life choices

Drivers of life choices and their relative importance



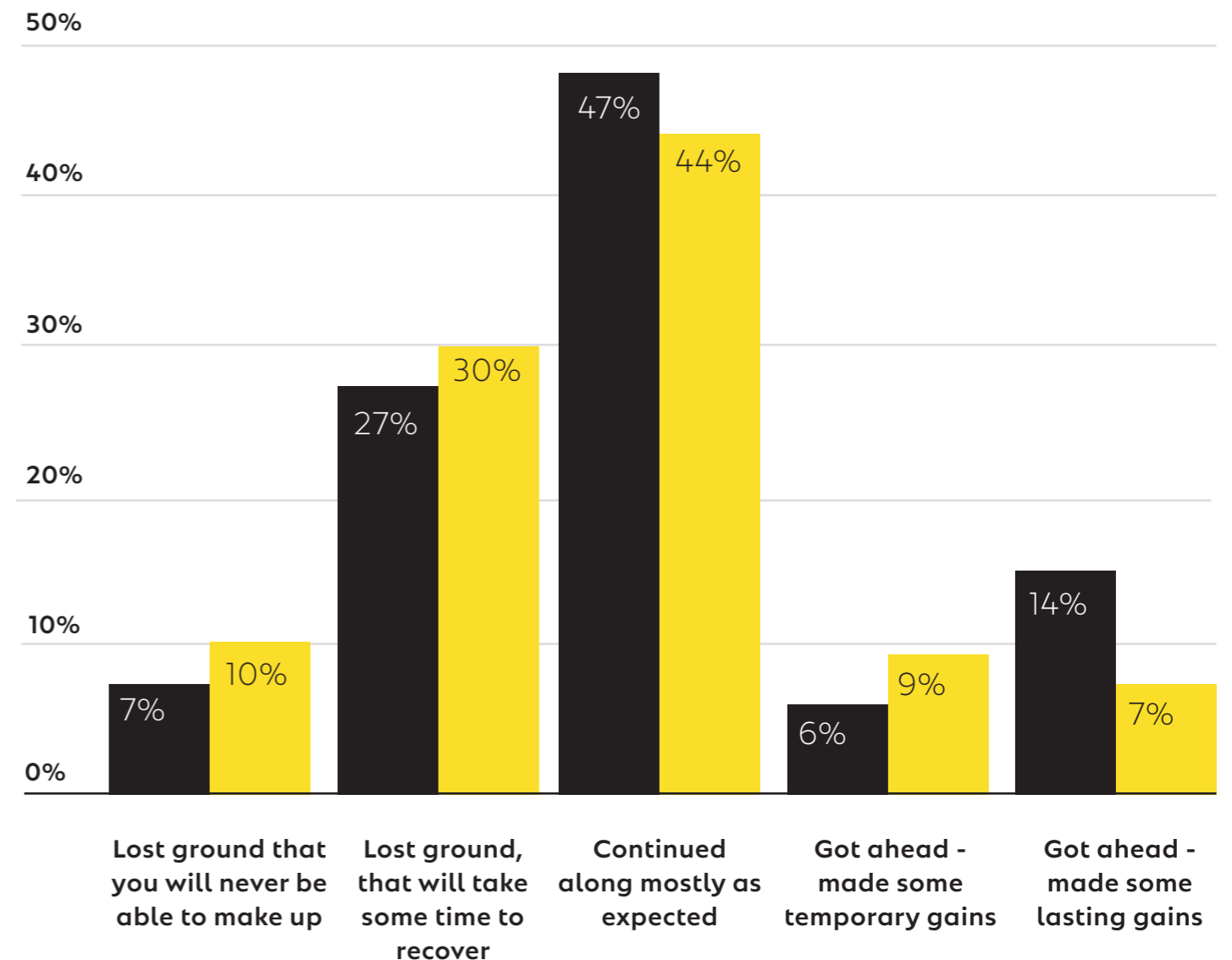
3. People in the ACT are continuing to achieve their potential

How much of your potential do you feel you have already achieved?



4. Some people have lost ground over the last couple of years

Since COVID hit do you feel like you have?

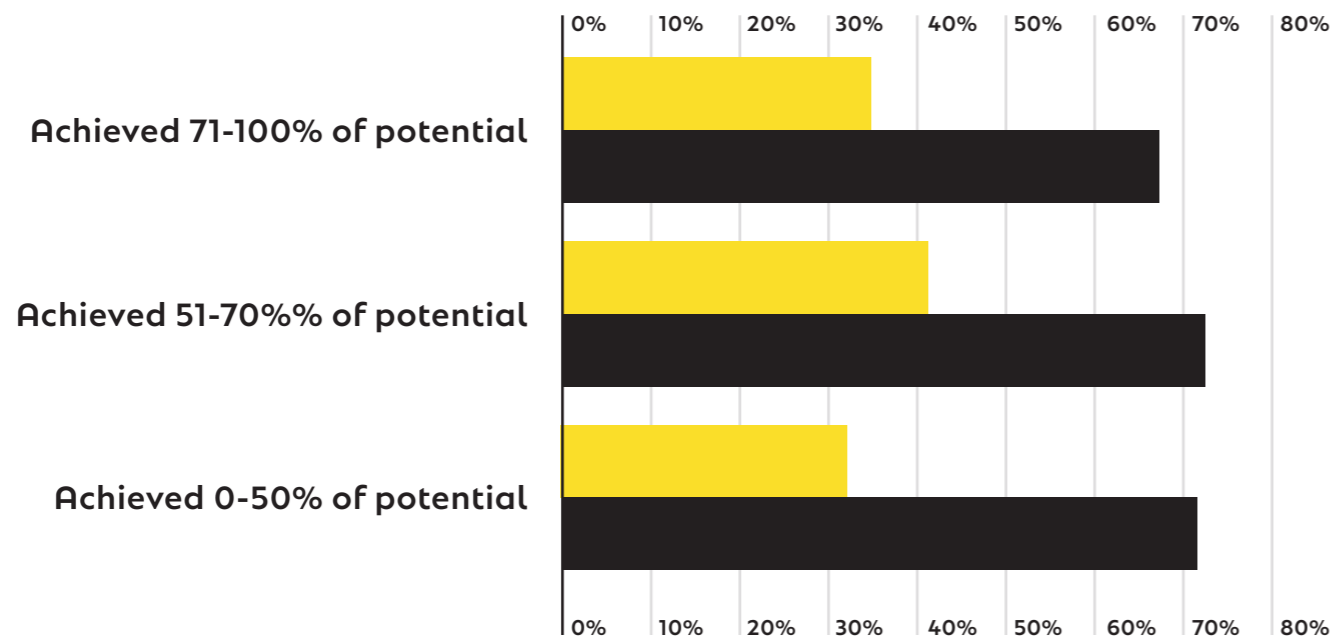


■ ACT ■ NATIONALLY



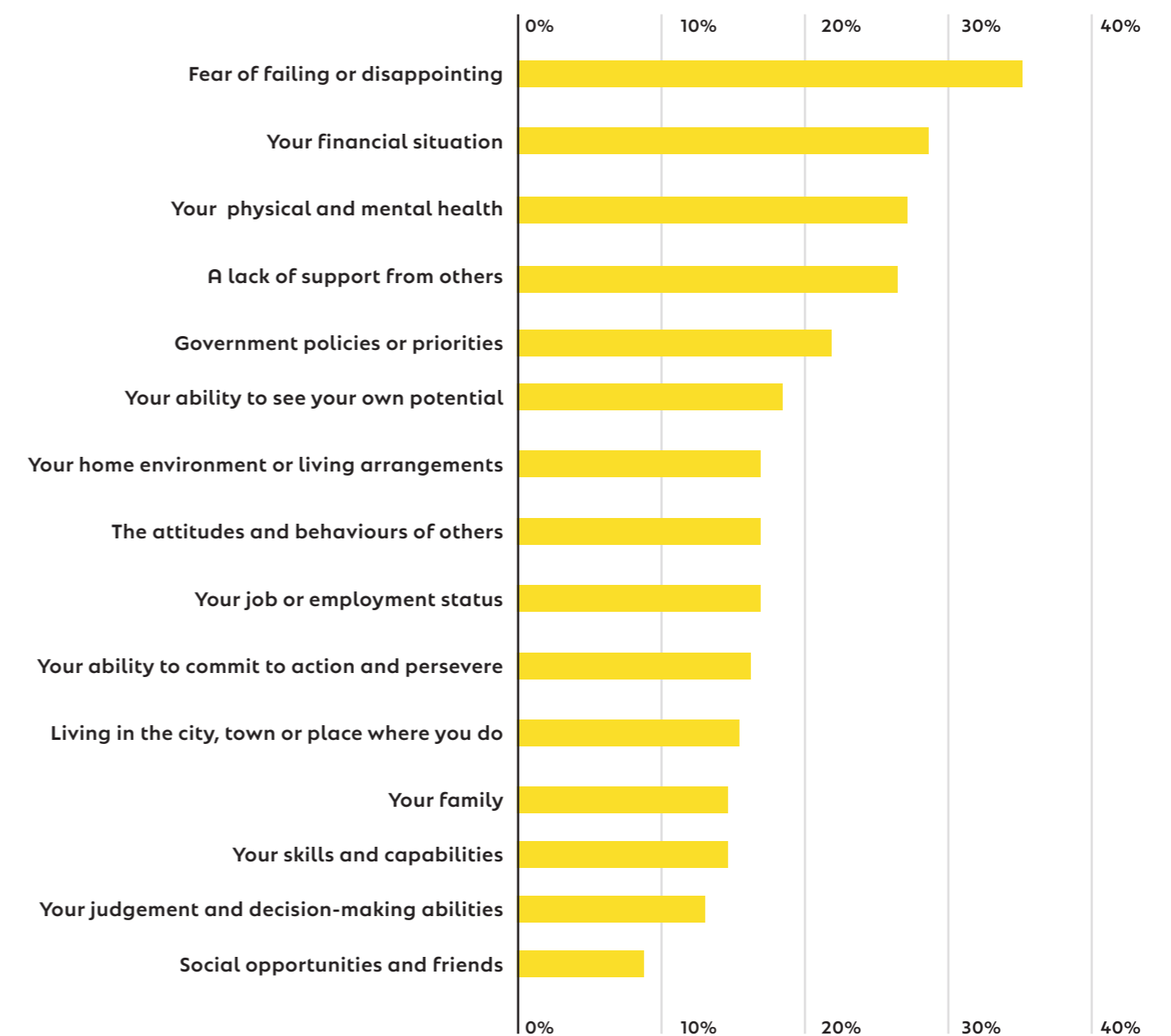
5. People in the ACT are more likely to take action to develop their potential than others

% Taking action to realise potential now or next 12 months



6. Fear of failure is the major hindrance to the realisation of potential

Drivers of life choices and their relative importance



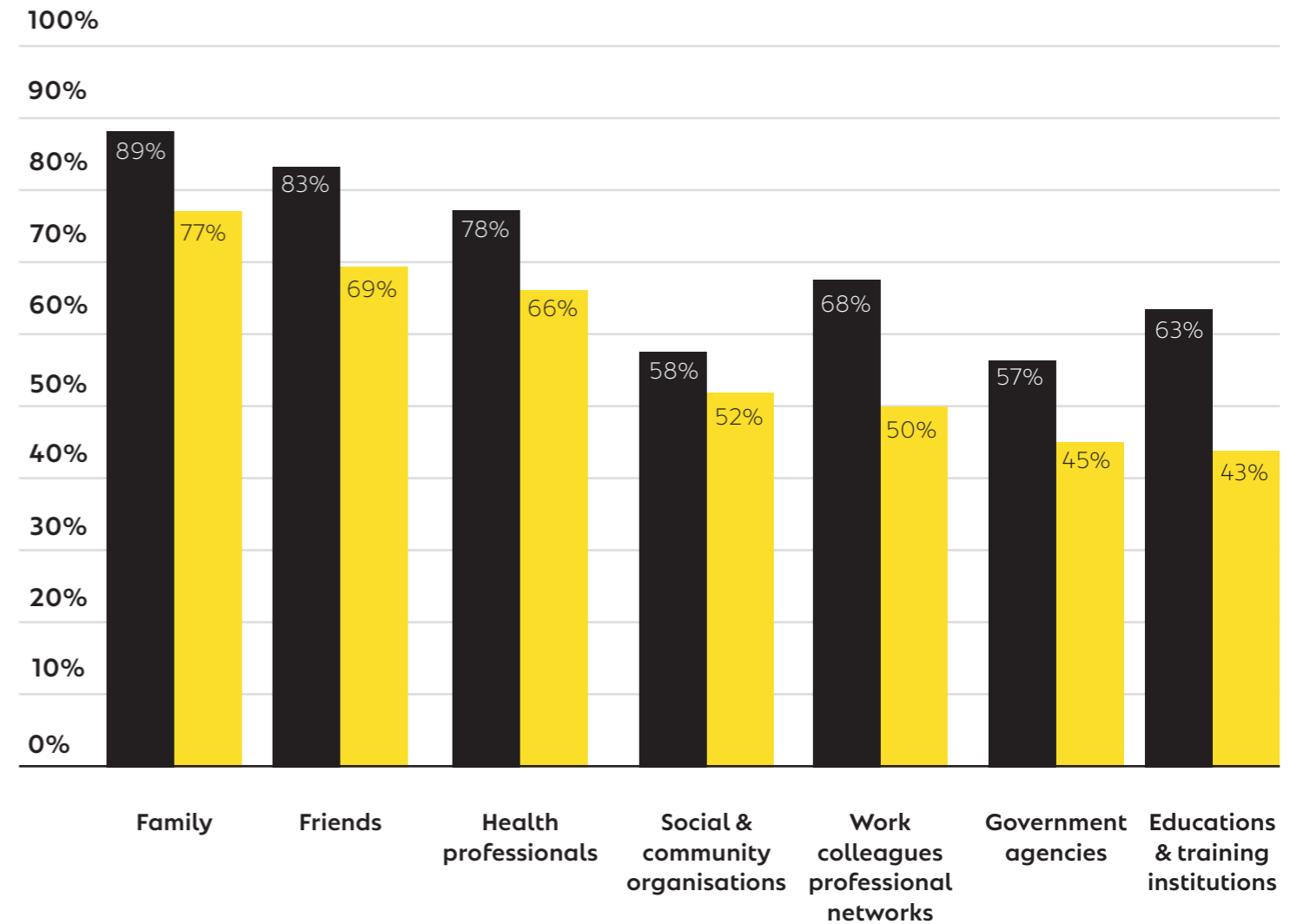
7. Volunteering and helping others are seen to be a means to fulfill potential.

What action are you taking in the next 12 months to realise your potential?



8. Family and friends matter to realising potential.

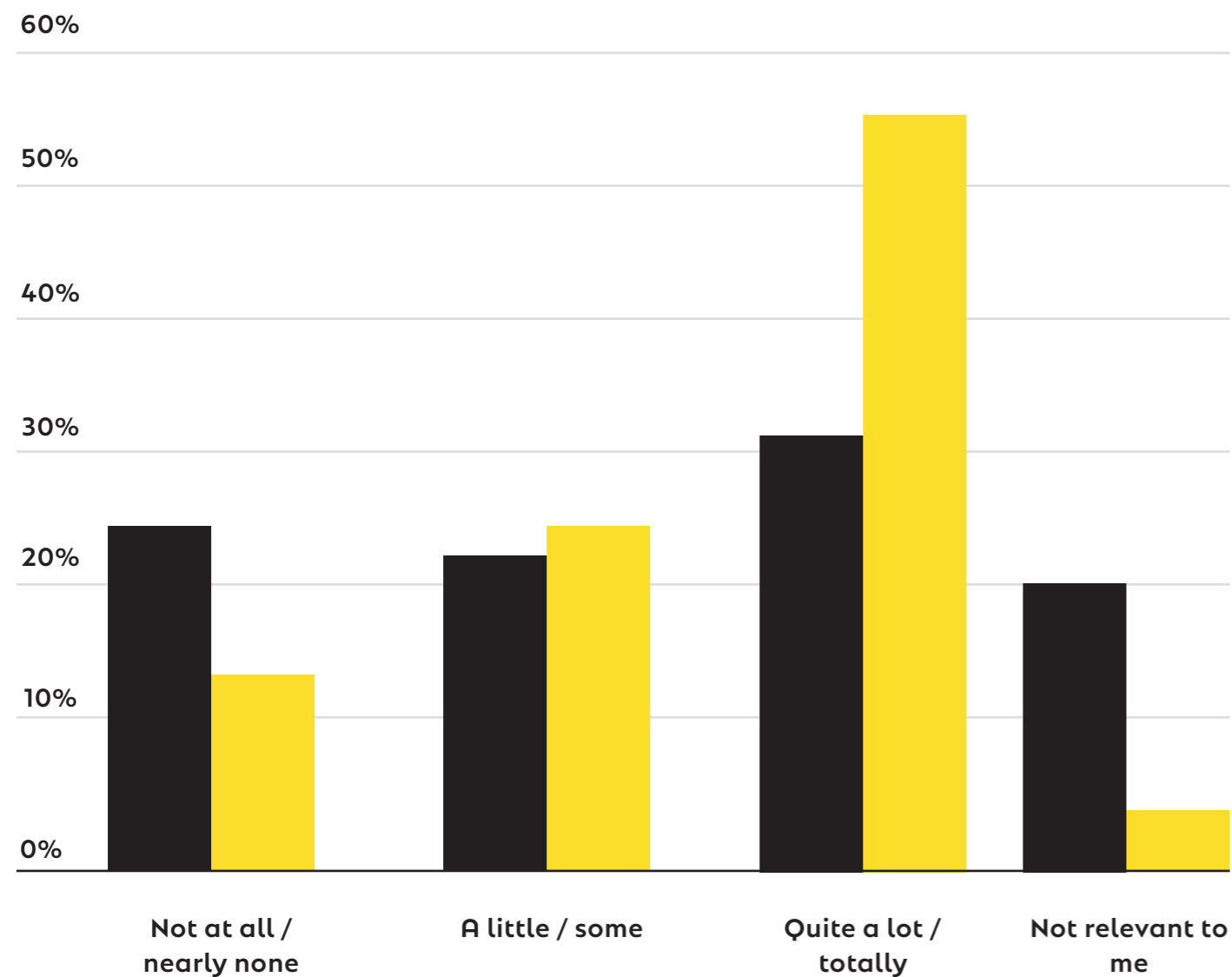
The importance of assistance from the following places to achieve your potential?



■ ACT ■ NATIONALLY

9. COVID has prompted a change of priorities in life.

Extent that COVID has prompted you to change your expectations



■ ACT ■ NATIONALLY



04

UNLEASHING
HUMAN
POTENTIAL



04

- 1.** Be more ambitious for what you can achieve in life and encourage ambition in others. Start by asking yourself, “what do I wish was different about how things are today?”. Set goals that require just the right level of difficulty and discomfort to push yourself beyond your current abilities.
- 2.** Translate ambition into concrete and realistic action. Both short term and long-term plans are important. Think about practical and realistic set of actions you can take on a daily, weekly and monthly basis to achieve your goals. This also includes financial planning.
- 3.** Actively search out or provide opportunities which can contribute to achieving your goals and ultimately your potential. Ask yourself what skills, knowledge, experiences, relationships will I need to improve or acquire to help me achieve my goals? You may need to look beyond your home town or region for opportunities, particularly if you live regionally. Find people online who share similar goals and interests.
- 4.** Look for and ask for support and encouragement from family, friends, the workplace, professional networks and employers. Talk to a family member or a close friend about your goal or your interests to get their thoughts and insights. Think about how they might they be able to support you.

- 5.** Make life decisions when you feel well physically and emotionally. If you are concerned about your health, make an appointment to see a health professional.
- 6.** Don't be afraid of trying, and having a go with new situations. Use significant life situations (like COVID) to explore, test and change your priorities if required. Nothing ventured, nothing gained. Try to reflect on and learn from your experiences. We learn just as much, if not more, from adversity and failure than we do from our successes.
- 7.** Volunteer as a way of fulfilling potential and contributing, but also as a way of finding out about yourself more deeply.
- 8.** Use significant life situations (like COVID) to explore, test and change your priorities if required.
- 9.** Encourage people whom you see as having potential and actively help when you can. This might involve asking them to join you on a project, attend an event, or participate in a hobby or interest which inspires and engages you. Talk to them about why the activity is important and meaningful to you and how it contributes to you fulfilling your potential.
- 10.** Be optimistic about human potential in all its forms. Your potential is not fixed and changes over time.

05

SPOTLIGHT ON YOUNG PEOPLE



05

SPOTLIGHT ON YOUNG PEOPLE

The 2022 Human Potential Survey revealed several interesting things about Australian millennials i.e., 18–29-year-olds and their potential.

1. Millennials have the lowest levels of aspiration to achieve their life potential.

45% of 18-39 years respondents nationally didn't feel they would achieve more than 70% of their potential in their lifetime. For ACT Millennials however it was a different story. 45% felt they would achieve more than 90% of their potential.

2. Millennials were more likely to feel they've gained more from the last 12 months than lost ground.

32.6% of 18-39 years respondents nationally felt they had gained ground compared to 20.9%.

3. Millennials reported that their inability to see their own potential was the biggest obstacle to them realising their potential.

This was closely followed by their physical and mental health; a lack of support from others; and their living arrangements. Despite this however millennials were more likely to continue to prioritise their career, skills development, and education.

4. Millennials may carry forever an uncertainty about what they may have lost due to COVID.

18–39-year-olds were more likely than any other age group to feel that they had, to some degree permanently lost the opportunity to do or achieve something in their life whether it be education, work, travel, sport, social experiences, or relationships.



06

FOUR TAKE-AWAYS FOR YOUNG PEOPLE



06

1.

“Don’t be afraid to ask for help when you need it. I do that every day.”

Barack Obama

Reaching your potential is about building a supportive team around you. Look for people who bring diversity in thinking, communicating, personal experiences, professional skills etc. Be open to assistance from a wide variety of people particularly people who can stretch and challenge you.

2.

“Do What You Have To Do Until You Can Do What You Want To Do.”

Oprah Winfrey

It can be rare to find a purpose or a calling so young in life. Many of us go through our whole lives without fully comprehending our uniqueness or destiny. If you are still working on identifying your purpose in life, don’t be deterred or downcast if you haven’t nailed it just yet. Phil Preston, Founder of The Business Purpose Project¹ says that it’s “as much about finding more purpose in your work and life as it is finding a purpose”. To find more purpose indicates that you may have several goals, and you are looking to find more meaning and purpose within them.

¹ (99+) Finding your purpose in life is not necessary | LinkedIn

3.

“It’s not about speed,
it’s about momentum.”

Anonymous

We often hear the phrase ‘it’s not a race’ and this applies to our potential too. Think about simple actions that can be taken right now, tomorrow and the next day to build momentum to realising your potential. Momentum needs to be proactively built every day. Don’t stop making progress on your big goals. It takes belief, persistence, and time.

4.

“Bad times reveal
what’s true!”

Somya Kedia

COVID has presented for many an invaluable opportunity to think about whether they are really happy. Use the down times wisely by intentionally taking a step back to reflect honestly on the trajectory of your education, professional career, or even your relationships and how you feel. What kind of employer do you want to work for? What are you naturally good at? What skills do you lack? Does your career or education provide you with meaning and purpose?

Shaping Human Potential

We bring together powerful ideas, clever people, smart tools and deep experiences to individuals, teams, organisations and communities to help realise potential.

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