



Keith Christensen, Co-Founder - President

When I was a Cobra helicopter pilot in Vietnam during combat, I learned that life isn't yesterday or tomorrow, it's NOW! No matter what the world brings, we all have the acuity to respond. This isn't just a combat skill – it's a human skill inside all of us. And to thrive in today's real time world, this is who we must be!

"To thrive in now is mastery. It merges the balance of knowledge, intuition, skill, and practice into a seamless flow."

Obtaining my MBA was a significant milestone in my career, but it's life experiences that's defined who I am and how I lead in the world. I'm fortunate that my 40 year professional career has been spent in both private and government sectors. For 10 years I lived and worked in South Africa as a property investment analyst, marketing manager, and asset manager for South African Mutual Life Assurance Society (Old Mutual). This experience helped me understand the cultural differences in human nature and the nature of business. It allowed me to see beyond the diversity of geographic divides, the color of one's skin, the environment of one's upbringing, the language of one's homeland, or the origin of one's service. I learned there is an interconnected relationship—a common ground that flows between the outer world of business and the inner world of life. The better we are at finding this balance within ourselves, the happier and more productive we become.

I spent the next 10 years working in U.S. real estate and property management. During this time I realized that true sustainability is only derived by reworking our own value system as it relates to the real time world that surrounds us. A sustainable business environment is inseparable from a sustainable earth. Each of us has to change ourselves in context to the choices we make as they influence our world. Our choices and our actions are our imprint on and our legacy to the future we leave behind.

My next 20 years has been with the California Board of Equalization, from business tax representative to associate government program analyst, to business tax specialist, to business tax administrator. What I've learned from these positions is that our technological evolution has taken us to a digital world-wide community where cause and effect are immediate. The "life of business" that is our today requires a "mind-body-spirit" awareness to meet the fluid demands of the marketplace served in real time.

Rupert Murdoch's quote on this topic is significant to me in its simplicity and relevance: ***"The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow."*** I know of no other way to be "fast" other than by living in a conscious fluid exchange with technology and life, which means living in the "mastery of now" in our real time world. I think this is a language millennials will grow to understand and embrace as their own. Being this—teaching this—is who I am.