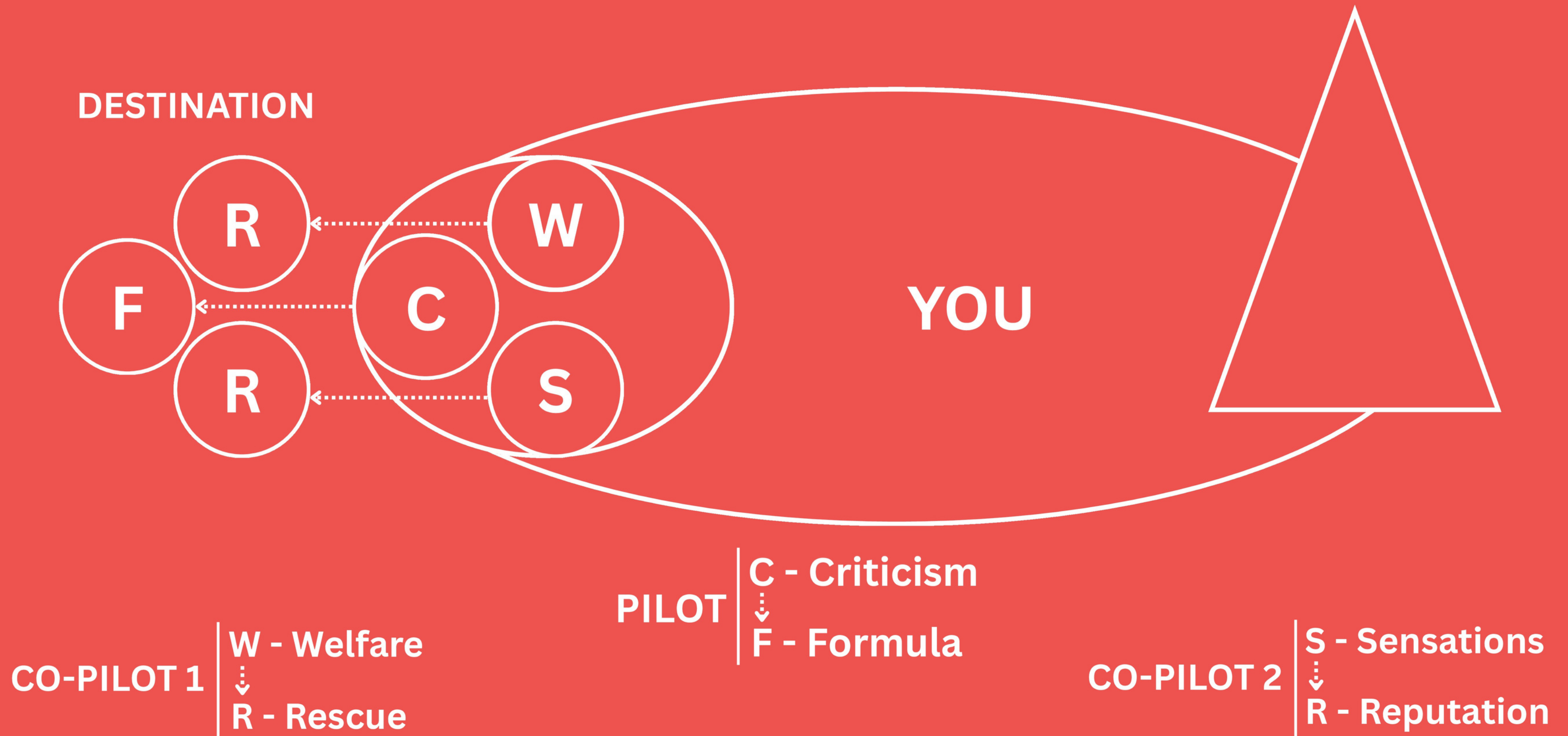


# PILOT & CO-PILOTS

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# Your PILOT & CO-PILOTS



# What are they?

## PILOT

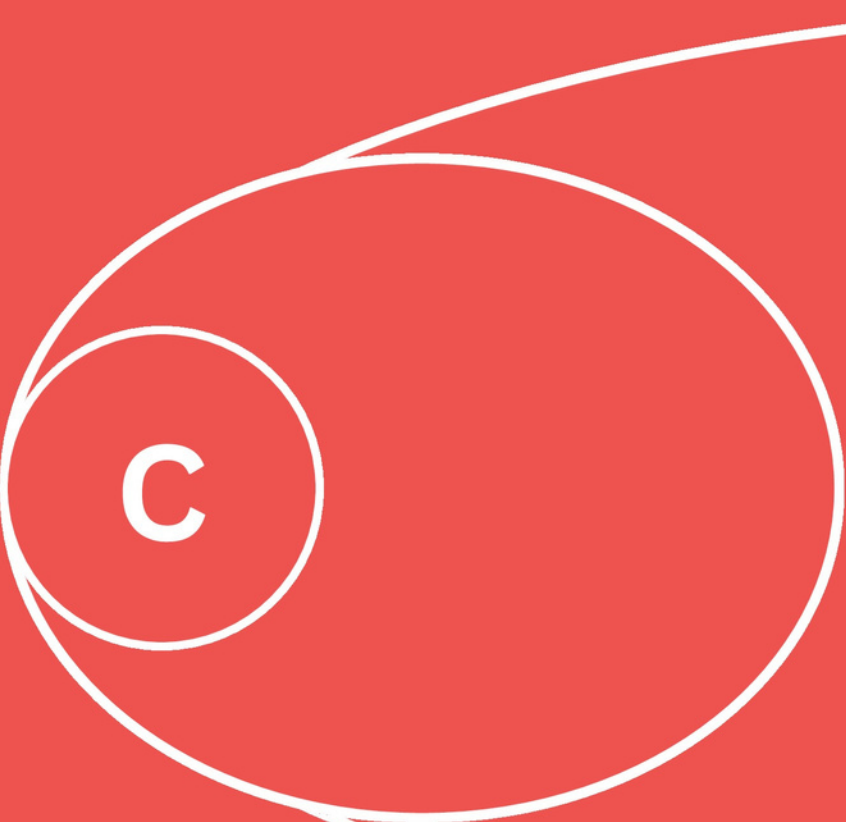
Imagine this as a **blindspot** that needs to be addressed urgently at all times.

## CO-PILOTS

These are the **allies** to practise with for a strong and sustainable journey ahead.

# PILOT: Criticism

DESTINATION



YOU



PILOT

C - Criticism  
↓  
F - Formula

# PILOT | Departure



## C - Criticism

STORY - The child studied each problem carefully, choosing facts and logic over feelings to find the best solution. By focusing on what works, they created smart, efficient ways to get things done without worrying about pleasing everyone.

# “Criticism”: The Pilot of Objectivity

When Criticism takes the captain’s seat, the aircraft is flown by logic, not by moods. The pilot knows that skies can be deceiving—clouds may look calm yet hide turbulence, or a sunset may blind the eyes if trusted too much. That is why Criticism relies on instruments, checklists, and hard data instead of emotions or opinions.

Emotions can be fleeting, like weather that shifts by the minute. They may paint a picture of comfort or danger, but they are not always reliable. Criticism as the pilot overrides that noise, steering with objectivity, measurement, and truth. Each decision—altitude, speed, or course correction—is based on facts, not feelings.

In life too, Criticism as the Pilot keeps you safe from false signals. It challenges assumptions, tests what is said against what is real, and ensures your journey isn’t hijacked by opinions dressed as truth. This doesn’t mean the flight is cold—it simply means it is accurate and dependable.

In short: Criticism as the Pilot ensures your flight is led by clarity, not clutter; by reason, not reactions. It is the discipline of trusting instruments over illusions, and logic over noise.

# PILOT | Arrival



## F - Formula

STORY - The child kept experimenting until they found a clear, reliable way to solve a tricky problem every time. Their discovery became a trusted method that worked no matter where it was used.

# “Formula”: The Destination of Criticism

A pilot guided by Criticism can't just keep pointing out what's wrong in the skies. The flight has to land somewhere solid. That landing strip is called Formula.

Formula is the proof that objectivity leads somewhere. It's not about endless critique or circling in the air—it's about finding a repeatable, measurable path that brings the same outcome every single time. Just as a standard landing checklist ensures every aircraft, in any condition, touches down safely, Formula is the framework of certainty.

Criticism clears away noise and emotions, but Formula builds the structure. It transforms questioning into a method, doubt into data, and ideas into results that can be replicated again and again. If something can't be measured, it remains turbulence. If it can be tested and repeated, it becomes a Formula.

In life, reaching Formula means you are no longer just criticising—you are constructing. You're proving that your approach works, not once, but every time it's applied. This is where objectivity becomes power: a blueprint that anyone can follow, with confidence that the result will not change.

In short: Criticism keeps you in the air, Formula brings you to a reliable runway. It's the shift from questioning to creating a proven path that stands beyond doubt.

# CO-PILOT 1: Welfare

DESTINATION



YOU

CO-PILOT 1 | W - Welfare  
                  | ⋮  
                  | R - Rescue

# CO-PILOT 1 | Departure



## **W - Welfare**

STORY - The child shared their lunch with a friend who had none, offering warmth and kindness without expecting anything in return. Through simple acts of care, they made others feel valued and supported, even in hard times.

# Welfare: The Flight of Giving

Welfare is not about flying higher, but about flying outward. It is the ability to step beyond your own cockpit and extend your wings to those who need it most.

Think of a pilot who, after landing, doesn't just walk past the crowd but pauses to lend a hand—helping someone carry their baggage, offering water to a thirsty child, or feeding a stray animal near the terminal. These gestures may seem small, yet they carry the weight of sincerity and authenticity.

True Welfare is expressed in practical acts of service. It could be supporting underprivileged people, caring for animals, or simply showing love through presence and action. It is not performance—it is a natural extension of who you are when you choose to make others' journeys lighter.

In aviation terms: a good flight ends when the plane lands, but a great flight ends when everyone who traveled feels cared for. Welfare is that feeling you leave behind—proof that your journey has meaning not just for you, but for the world around you.

# CO-PILOT 1 | Arrival



## R - Rescue

STORY - The child helped find a safe home for a lost puppy and offered comfort to someone without shelter, driven by a strong sense of fairness and care. Their actions stood for justice, protecting the rights of all beings and making a lasting difference in the world.

# “Rescue”: The Mission Beyond Kindness

If Welfare is about simple acts of service—feeding, caring, helping—then Rescue is about taking that spirit to a mission level. It is the shift from small gestures to structured action that changes outcomes for many.

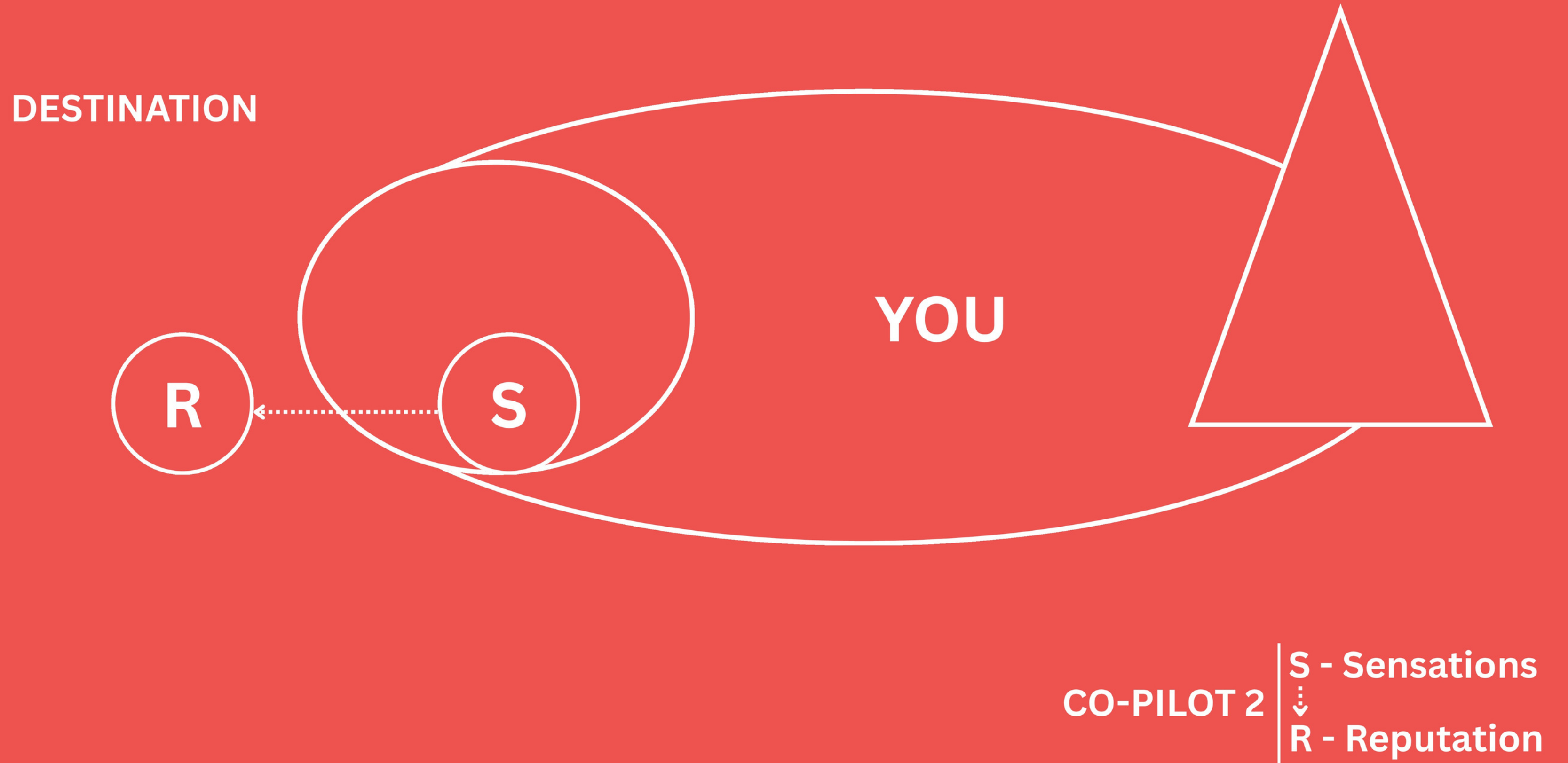
Think of an aircraft not just flying passengers comfortably, but being deployed as a rescue mission during a storm or disaster. The pilot’s skill is no longer only about smooth flying; it is about saving lives, reaching stranded people, and ensuring they arrive safely. Rescue is the larger purpose that justifies the entire flight.

In daily life, Rescue means turning kindness into organised impact. It is building shelters for abandoned animals, creating food drives for the underprivileged, or coordinating relief in times of crisis. It’s not just extending a hand, but making sure the hand pulls someone out of real danger or hardship.

Rescue is where love matures into responsibility. It ensures that the goodwill born in Welfare doesn’t remain as isolated gestures but grows into a collective flight that carries many to safety and hope.

In short: Welfare is offering care, Rescue is delivering outcomes. It’s the pilot’s ability to take control in tough skies and bring not just one, but many, to a place of safety and renewal.

# CO-PILOT 2: Sensations



# CO-PILOT 2 | Departure



## **S** - Sensations

STORY - The child sat under a tree, feeling the rough bark behind them, the breeze on their face, and the rustle of leaves above—each sound, smell, and touch pulling them deeper into the moment. Instead of getting lost in their thoughts, they found peace by simply noticing the world around them.

# “Sensations”: The Co-Pilot of Awareness

On every journey, the pilot may chart the course, but the co-pilot of Sensations keeps the cockpit alive and alert. This co-pilot’s job is to constantly tune into the signals coming from outside the aircraft—sight, sound, touch, smell, and taste—and feed them back into the flight decisions.

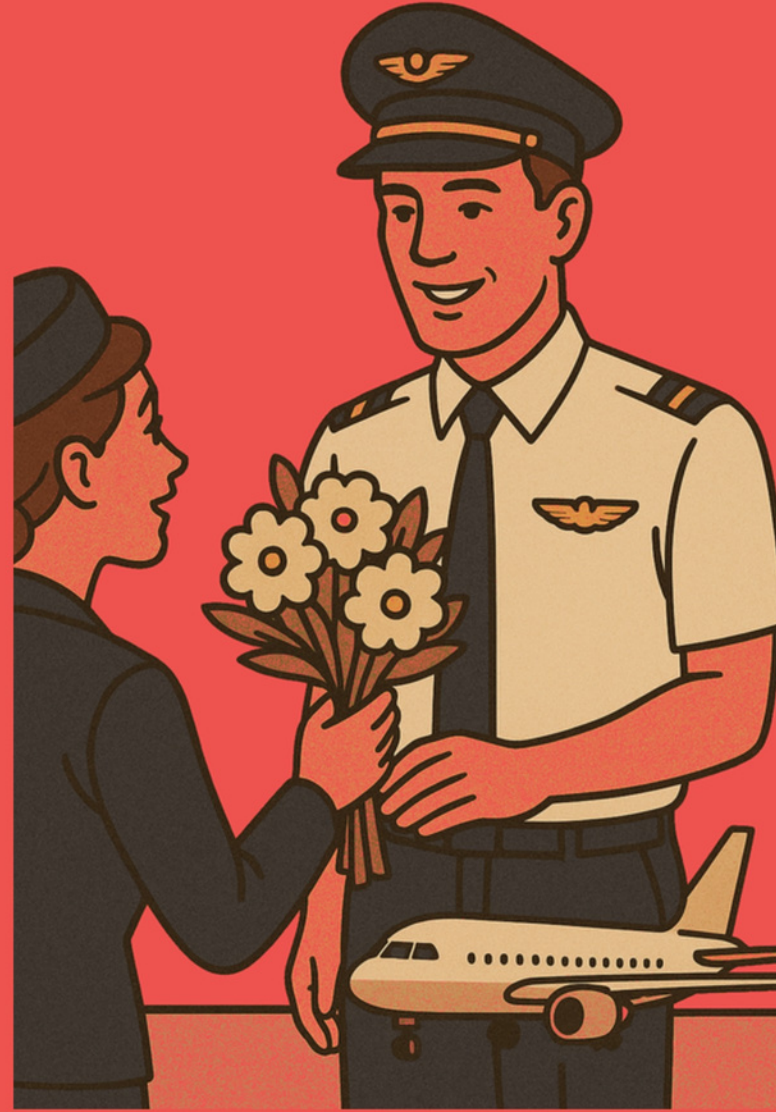
Imagine flying through changing skies. The co-pilot notices the subtle hum of the engine, the shift in wind pressure, the glimmer of light on the horizon, or even the smell of fuel when it’s out of place. Each cue is taken seriously, cross-checked, and used to make corrections in real time. This is not a one-off act—it’s a continuous loop of sense, interpret, adjust, and re-engage.

In travel terms, Sensations make sure you are not flying blind. They keep you in the here and now, ensuring that your connection with the outside world is fresh, accurate, and reliable. Without this co-pilot, you risk drifting into autopilot mode, missing vital signals that the environment is trying to send.

Sensations, therefore, act as a trusted ally. By running this loop in the outside world—engaging with people, picking up feedback, noticing reactions—you avoid blindspots and steer more effectively.

In short: the co-pilot of Sensations is your live navigation system, ensuring the journey remains aligned with reality, moment by moment.

# CO-PILOT 2 | Arrival



## R - Reputation

STORY - The child polished their shoes before stepping into a grand hall, where they shook hands with leaders they once admired from afar. By choosing quality, grace, and esteemed company, they began shaping a future that others would one day aspire to join.

# “Reputation”: The Destination of Sensations

A co-pilot may keep you tuned into every sound, sight, and signal during the flight, but all of that awareness must eventually bring you to a landing. That landing is called Reputation.

Reputation is the airport where your journey becomes visible to the world. Passengers don’t watch you check instruments or make micro-adjustments in the sky—they only see how you arrive. A smooth, confident landing tells the crowd you’re skilled and reliable. A rough, careless one shapes a very different picture.

In the same way, Sensations keep you present and adjusting in real time, but Reputation is where those private loops become public results. It’s the image others carry of you when you step out into the crowd: reputed, respected, and worth noticing.

Every flight builds your Reputation. Each time you sense, correct, and engage with the world, you are setting yourself up to land gracefully in the eyes of others. And just as airports remember the pilots who consistently arrive with precision, people remember those who consistently show up with presence, polish, and reliability.

In short: Sensations keep you aligned, Reputation makes you recognised. It’s the destination that proves all the in-flight awareness was worth it.

# The PILOTS and CO-PILOTS Framework for Founders

The PILOTS and CO-PILOTS are divided into six natural approaches to decision-making and action. Typically, each individual leans on three in their natural flow, while the others remain less visible or unused.

These approaches explain why some founders are quick to act, others pause to reflect, some lead with people, while others ground themselves in structure or tradition. They are not random — they are patterned ways of navigating the world.

## What Are Energy Orientations?

Each approach carries a direction of energy:

- Outward-facing styles emphasise action, people, systems, and immediate reality.
- Inward-facing styles emphasise reflection, values, logic, and lessons from the past.

These orientations often complement or even oppose each other, creating powerful dynamics when paired.

# The Six Approaches, Reconstructed as PILOTS and CO-PILOTS

We have defined these six in simple, intuitive terms:

## Commandment

Clear, structured, and decisive action in the outside world.

## Criticism

Analytical questioning, seeking accuracy and underlying principles.

## Welfare

Outward concern for people, harmony, and group alignment.

## Compliance

Inward loyalty to values, personal integrity, and authenticity.

## Sensations

Acting in the moment, sensing opportunities, reacting to reality as it unfolds.

## Insight

Drawing from memory, experience, and lessons of the past.

# Why Opposing Matches Work in Founding Partnerships

When two people with opposite orientations partner, they balance blind spots and create a complete cycle of decision-making. Instead of reinforcing the same perspective, they complement each other with fresh angles. This leads to sharper strategy, deeper empathy, and resilient execution.

# Ideal Match Scenarios from Our Proprietary Research

## Commandment × Criticism

- One founder drives execution and structures processes (Commandment).
- The other questions logic, ensuring accuracy and long-term robustness (Criticism).

Example: A CEO (Commandment) focuses on scaling operations, while a CTO (Criticism) strengthens the intellectual backbone of the product.

## Welfare × Compliance

- One founder rallies teams and communities (Welfare).
- The other ensures loyalty to authentic values (Compliance).

Example: In a social enterprise, one founder manages external partnerships, while the other safeguards the ethical mission.

## Sensations × Insight

- One thrives on real-time action, spotting trends and opportunities (Sensations).
- The other builds on accumulated knowledge and past data (Insight).

Example: A marketing founder (Sensations) adapts quickly to consumer behaviour, while a strategy founder (Insight) grounds decisions in proven benchmarks.

# Opposing Matches in Action

## Insights from Our Proprietary (PILOTS × CO-PILOTS) Research

Sensations-**W**elfare-**C**riticism (S-W-C)

×

Insight-**C**ompliance-**C**ommandment (I-C-C)

Sensations-**C**ommandment-**C**ompliance (S-C-C)

×

Insight-**C**riticism-**W**elfare (I-C-W)

**C**riticism-**W**elfare-**S**ensations (C-W-S)

×

**C**ommandment-**C**ompliance-Insight (C-C-I)

**W**elfare-**C**riticism-Insight (W-C-I)

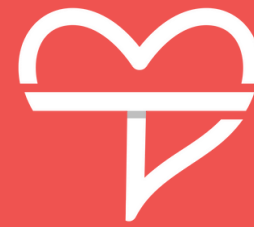
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Compliance-**C**ommandment-**S**ensations (C-C-S)

# The Power of PILOT-MATCH

Founding partnerships built on opposing orientations don't just split roles — they multiply perspective. One builds the structure, the other safeguards depth; one drives the people, the other protects the purpose; one seizes the moment, the other ensures continuity.

This duality makes a founding team holistic, resilient, and innovation-friendly — exactly what innovators need in their journey.



**Next Step: Find a Co-Innovator**