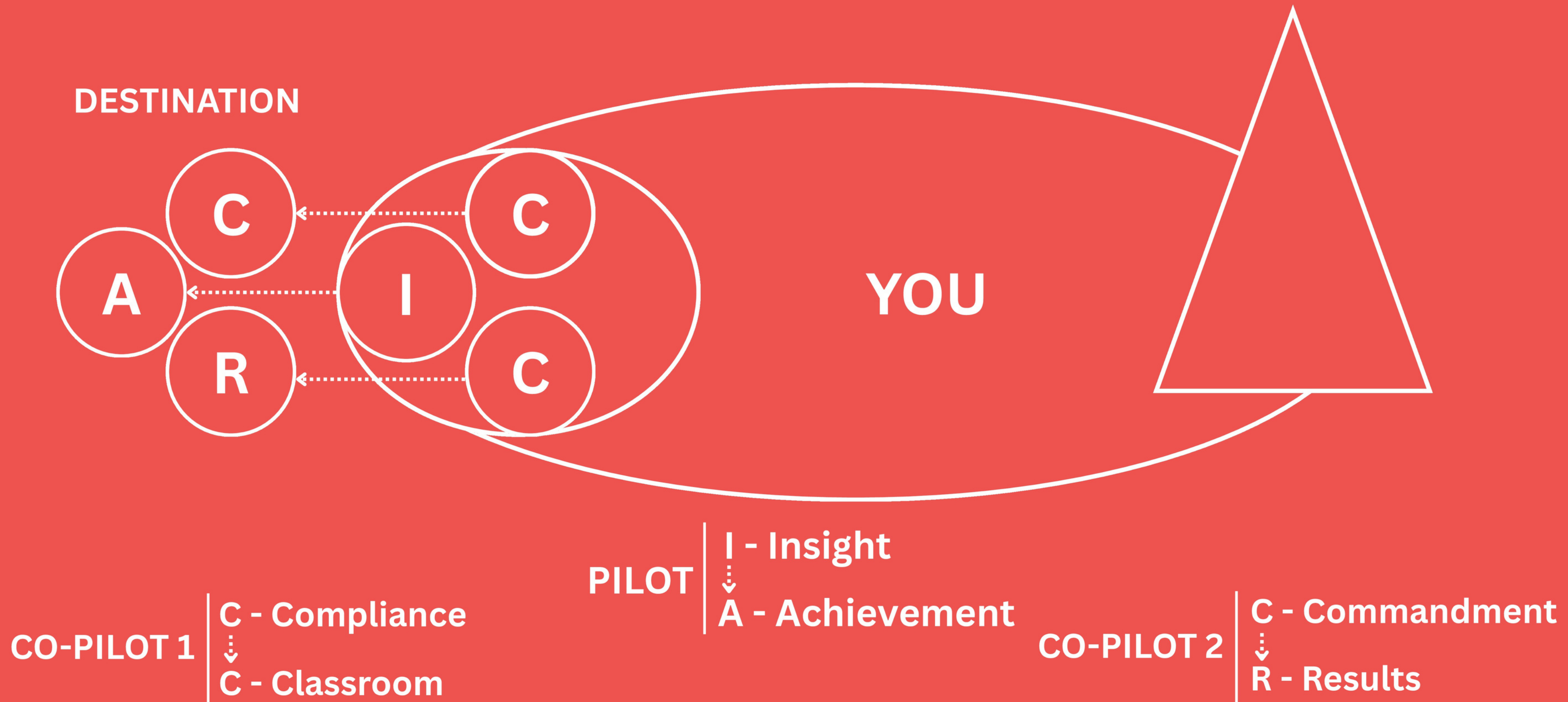


PILOT & CO-PILOTS

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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: Insight



PILOT | Departure



I - Insight

STORY - The child spent hours each day observing the stars, charting their paths with quiet precision while others guessed at patterns. Through focus, discipline, and data, they turned curiosity into mastery and became the one others turned to for answers.

“Insight”: The Pilot of Awareness

When Insight takes the captain’s seat, the flight is guided by sharp observation and constant awareness. This pilot does not fly on guesswork—he stays fully present, scanning the skies, the instruments, and the horizon, absorbing every piece of information available in the here and now.

Insight relies on more than quick reactions. It draws on memory, accumulated knowledge, and lessons from past journeys. Every vibration, change in airspeed, or flicker of light on the panel is noted and stored, ready to be used the next time conditions demand it. Over time, this builds a depth of intelligence that allows the pilot to read the skies with unusual clarity.

The blindspot comes when Insight is neglected—when a captain ignores signals, drifts into autopilot, or overlooks details that could shape the outcome. But when Insight is active, each observation strengthens the ability to steer toward the right result.

In travel terms: Insight is the pilot who transforms awareness into direction, turning lived experience into the wisdom that carries the flight safely to its destination—Achievement.

PILOT | Arrival



A - Achievement

STORY - The child stood at the gates of the place they'd always dreamed of, heart steady, knowing they had earned their way in. Through determination and drive, they turned ambition into achievement and reached the finish line they'd long envisioned.

“Achievement”: The Destination of Insight

A pilot who flies with Insight doesn't just collect signals, knowledge, and memories for the sake of it. Every sharp observation, every logged detail, every lesson from past flights is meant to bring the aircraft to a clear landing. That landing is called Achievement.

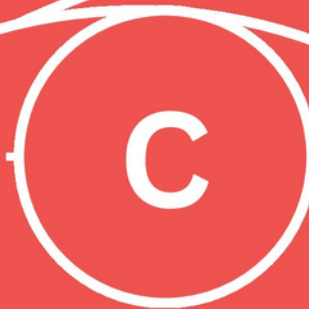
Achievement is where awareness proves its value. It is not theory anymore—it is the aircraft touching down exactly where it was meant to, with passengers stepping out confident that the journey was successful. The countless insights gathered in the cockpit are transformed into practical, factual results in the real world.

In aviation, reading about crosswinds is one thing; using that knowledge to land steadily in crosswinds is another. Achievement is that second step—the moment knowledge becomes action, and action becomes proof.

In travel terms: Insight charts the skies with wisdom, and Achievement is the runway where that wisdom delivers its results.

CO-PILOT 1: Compliance

DESTINATION



YOU



CO-PILOT 1

C - Compliance



C - Classroom

CO-PILOT 1 | Departure



C - Compliance

STORY - The child followed the rules carefully, no matter where they were, showing a steady commitment to what was right. Their quiet obedience reflected a deep sense of honor that never wavered, even when challenges came.

“Compliance”: The Co-Pilot of Order

In every cockpit, one seat is reserved for the co-pilot of Compliance—the steady hand that makes sure the aircraft never strays from established rules, air traffic instructions, or the discipline that keeps every journey safe.

This co-pilot’s role is not about improvisation or shortcuts. It is about complete obedience to the regulations laid out by controllers, manuals, and the aviation system itself. Compliance ensures that procedures are followed step by step, showing respect not only for the captain but also for the crew, passengers, and everyone sharing the skies.

Over time, this obedience is no longer forced—it becomes instinctive. Just as fastening a seatbelt or running through a checklist happens without a second thought, Compliance becomes second nature, an inner alignment with both duty and responsibility.

In travel terms: Compliance is the co-pilot who proves that true order and safety come from respecting rules, honouring others, and flying in sync with the collective airspace.

CO-PILOT 1 | Arrival



C - Classroom

STORY - The child sat quietly in a strict classroom, knowing that every rule mattered and every moment counted. With sharp discipline and punctuality, they stayed fully aware that breaking the rules would have clear consequences.

“Classroom”: The Destination of Compliance

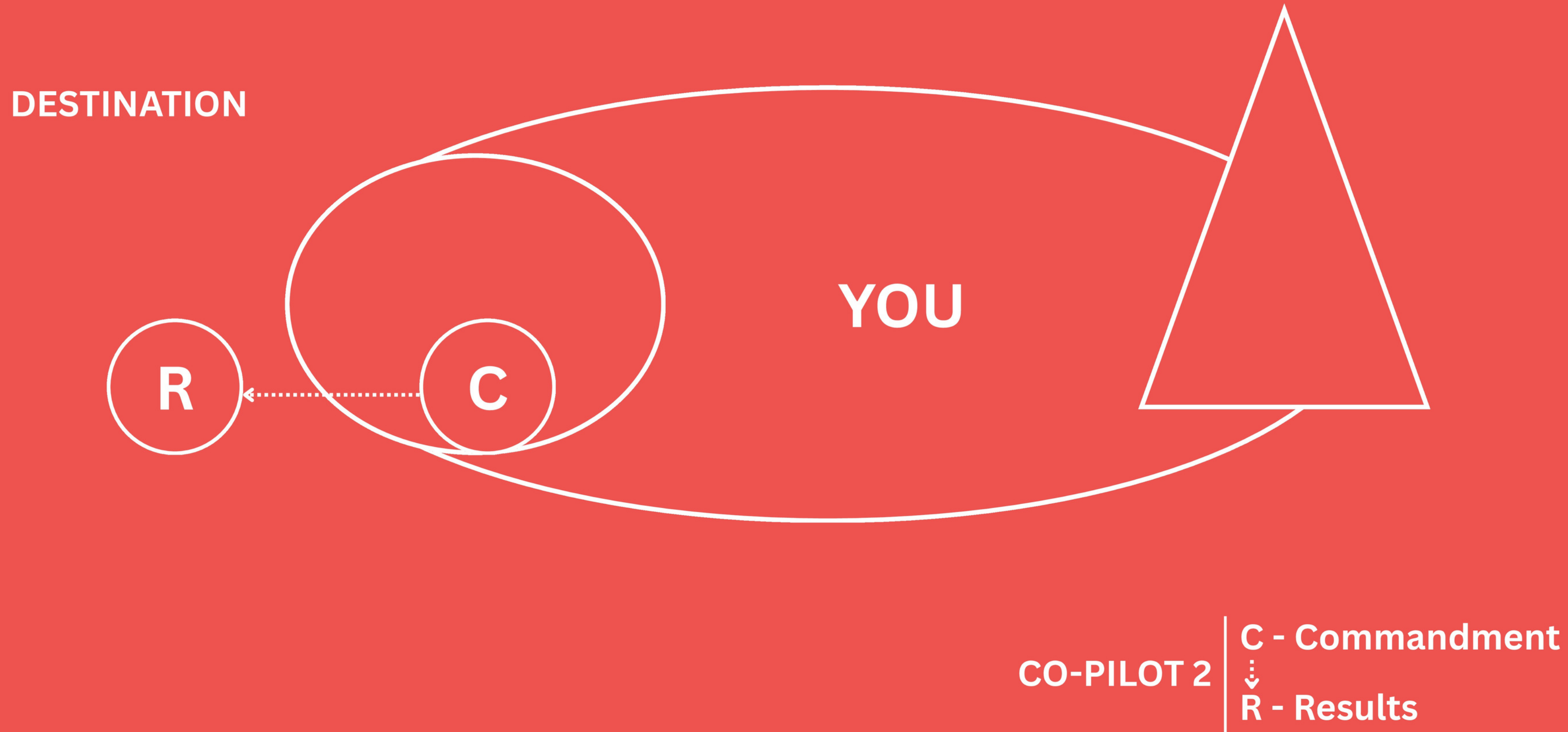
When a co-pilot practises Compliance long enough—following every procedure, honouring every instruction, and keeping discipline alive in the cockpit—the journey eventually arrives at Classroom.

Classroom is not just a place, but a state where obedience and order become second nature. The pilot no longer has to remind themselves to run through the checklist or follow tower instructions—it happens instinctively, like muscle memory.

In this state, others begin to notice. Crew members feel assured, passengers feel secure, and controllers recognise reliability. Much like a model classroom where every student respects the rules, this destination reflects a person whose conduct is lawful, ethical, and in perfect sync with collective expectations.

In travel terms: Compliance is the disciplined co-pilot during the flight, and Classroom is the arrival gate where that discipline is recognised as exemplary and trustworthy.

CO-PILOT 2: Commandment



CO-PILOT 2 | Departure



C - Commandment

STORY - The child found themselves at the front of the group, not by choice at first, but ready to lead. With steady words and clear purpose, they inspired others to move together toward a common goal.

“Commandment”: The Co-Pilot of Declarations

In the cockpit, there is a time when decisions cannot be left to preference or comfort—they must be declared. That’s when the co-pilot of Commandment steps in.

Commandment speaks with firmness, setting out what must be done even if it isn’t the most popular choice among the crew or passengers. It could be holding altitude when the cabin wishes to descend faster, or diverting to another airport when most prefer to continue ahead. These declarations may not please everyone, but they keep the flight steady and ensure its long-term success.

This role carries a kind of power, not for ego but for direction. By stating the course with clarity, Commandment helps the group align around a common decision—securing consensus for the greater good of the journey.

In travel terms: Commandment is the co-pilot who enforces the right course, leading firmly so that the entire flight stays on track toward a safe and successful landing.

CO-PILOT 2 | Arrival



R - Results

STORY - The child gathered a small team to paint a mural, sharing the vision and encouraging each stroke with care. By guiding the group with purpose and belief, they turned a simple idea into a shared success.

“Results”: The Destination of Commandment

A co-pilot’s declaration alone is not enough—the real measure comes when the aircraft lands exactly where it was promised. That landing strip is called Results.

Results are the proof that Commandment’s firmness was justified. The diversion that seemed unpopular mid-flight becomes unquestionable when the plane touches down safely. The decision to hold altitude, despite restlessness in the cabin, is validated when the journey ends smoothly and on schedule.

For the team, Results turn authority into trust. They show: “I declared the course, I led you through it, and here is the outcome we all wanted.” It is the factual, visible evidence that leadership was not only exercised but fulfilled.

In travel terms: Commandment is the co-pilot’s strong voice of direction, Results is the runway where that voice is proven right.

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)

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

×

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

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

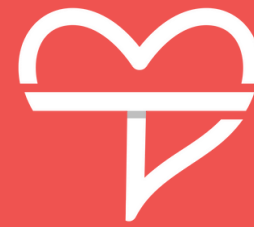
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Compliance-**C**ommandment-**S**ensations (C-C-S)

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: Locate Your Co-Innovator