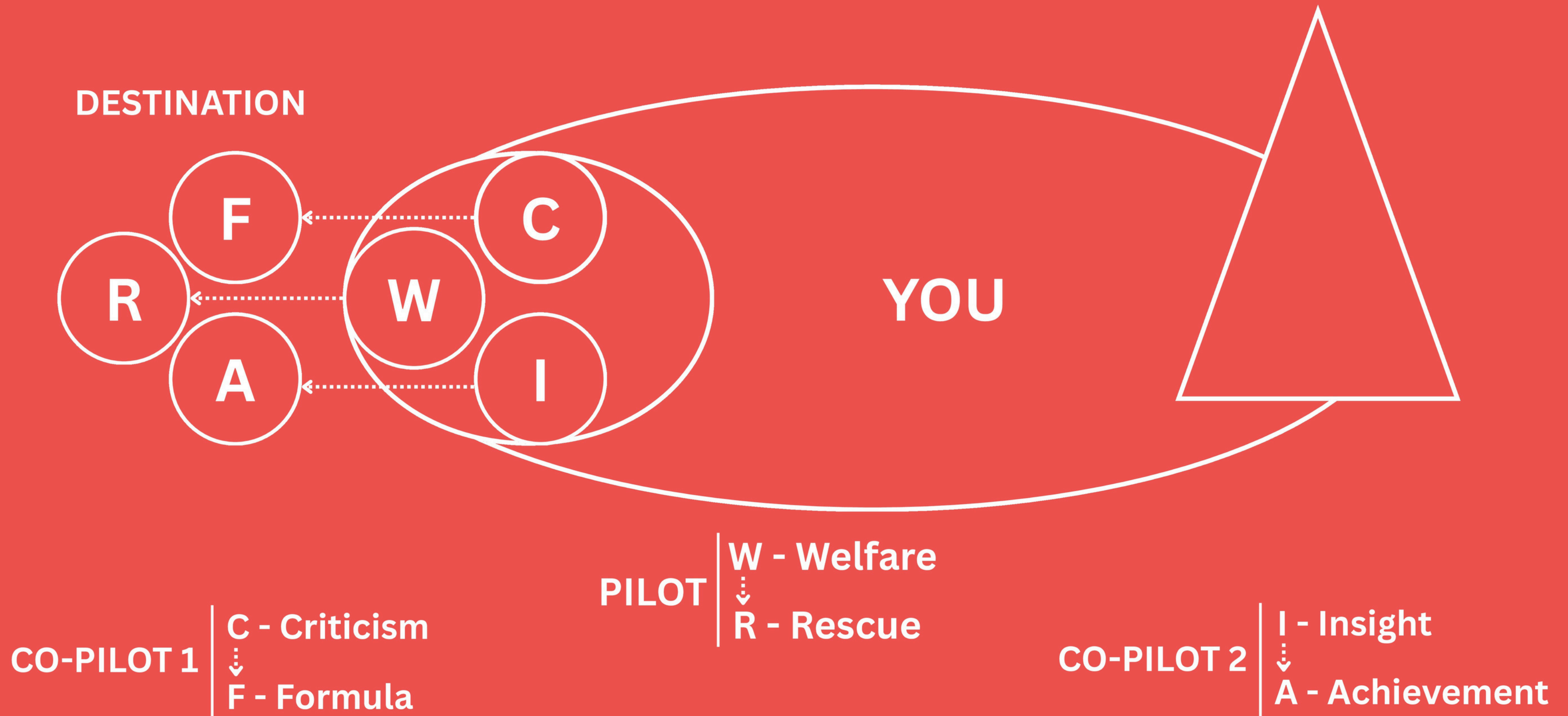


PILOT & CO-PILOTS

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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: Welfare



PILOT | 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 Pilot of Care

When Welfare takes the captain’s seat, the flight is no longer just about reaching a destination—it’s about looking after everyone on board and even those outside the aircraft. This pilot’s blindspot comes from forgetting that flying isn’t only about speed, accuracy, or skill; it’s also about care, service, and responsibility to others.

Welfare as a pilot ensures that children, the elderly, and even the most vulnerable passengers feel safe and supported. It is like an airline extending comfort kits, warm meals, or blankets—not because it’s profitable, but because it’s humane. Beyond the cabin, it stretches further: rerouting a flight to deliver aid, transporting supplies, or carrying stranded animals to safety.

Practising Welfare consistently is like exercising a muscle—it must be done thoroughly and sincerely until it becomes part of the natural way of flying. Skipping it or treating it lightly creates turbulence later, because the journey is not complete unless care has been given.

In travel terms: Welfare is the pilot’s responsibility to reach out—not just to land planes, but to lift lives.

PILOT | 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 Destination of Welfare

Welfare keeps the aircraft stocked with care and attention, but a flight cannot remain only about small acts within the cabin. The journey eventually arrives at Rescue—the point where care turns into organised, visible action.

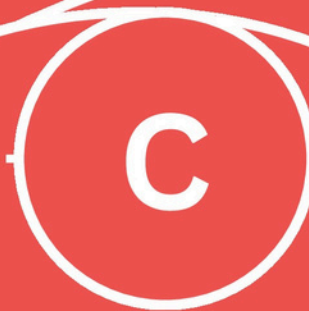
Rescue is when the pilot doesn't just provide comfort midair but diverts the aircraft to deliver aid where it's most needed. It is building an airbridge to transport essentials, running scheduled relief flights, or creating a lasting system—like an NGO—that consistently reaches people and animals in real, tangible ways.

Where Welfare is about the spirit of helping, Rescue is about the structure and delivery of that help. It is not just handing out a blanket but ensuring an entire supply line is created. It is not only feeding an animal once, but establishing a shelter that gives ongoing support.

In travel terms: Welfare is the captain's kindness in the skies, Rescue is the airport built to keep that kindness landing again and again.

CO-PILOT 1: Criticism

DESTINATION



YOU



CO-PILOT 1

C - Criticism



F - Formula

CO-PILOT 1 | 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 Co-Pilot of Boundaries

In every cockpit, the captain may steer with harmony, keeping the ride smooth and passengers calm. But alongside sits the co-pilot of Criticism, whose task is not to agree with everything but to constantly check, question, and call out when something isn't right.

This co-pilot works with objectivity, not comfort. When harmony is overused, it can lull the cabin into complacency, or worse, let others take advantage of it. Criticism steps in firmly, saying “no” when needed, drawing lines, and ensuring no decision strays from logic and safety.

Just as a co-pilot will interrupt to point out an unsafe altitude or a skipped checklist item, Criticism in flight prevents small oversights from turning into turbulence. It is not about being negative—it is about holding the course steady through honesty and clear boundaries.

In travel terms: Criticism is the co-pilot who guards against blindspots, ensuring the journey stays on track by speaking up when harmony alone is not enough.

CO-PILOT 1 | 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 co-pilot who critiques constantly cannot stop at pointing out what is wrong. The journey must land on a runway of solutions, and that runway is called Formula.

Criticism keeps the aircraft from drifting, but Formula gives it a place to arrive. It is not about circling endlessly over faults, but about building a repeatable framework—a kind of flight manual—that ensures the same problem will never ground the aircraft again.

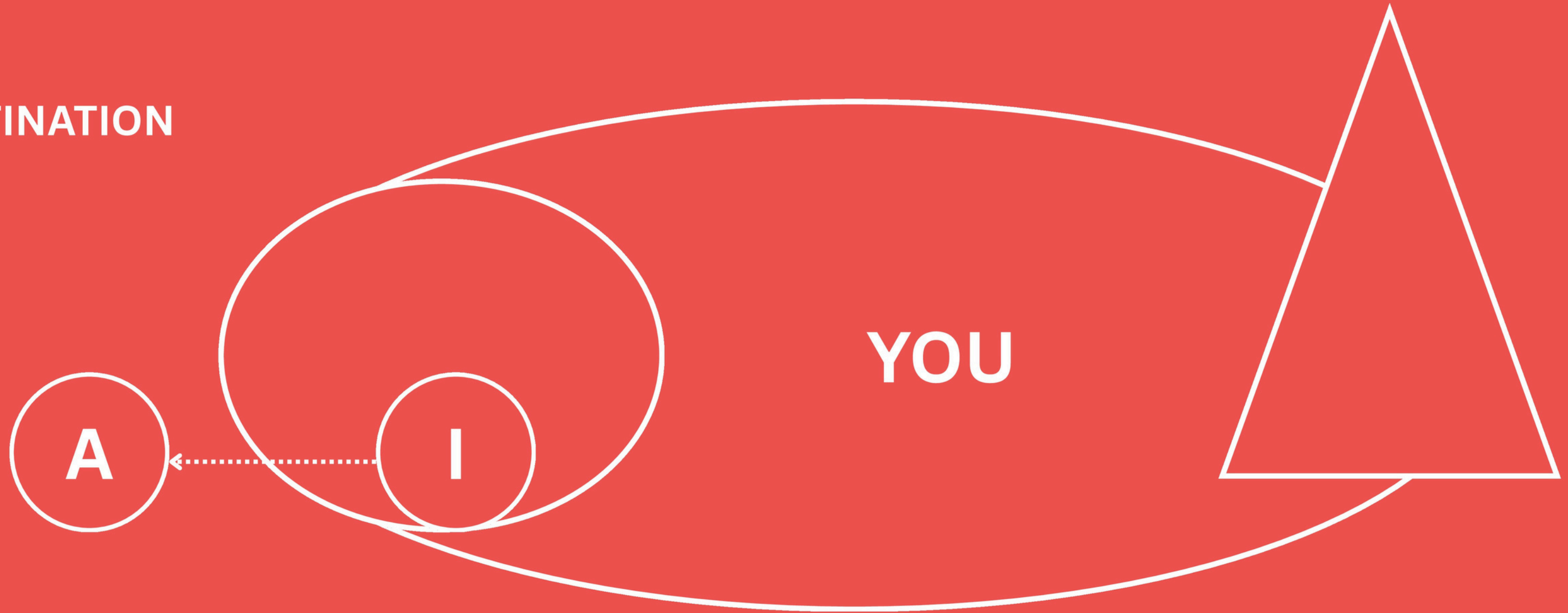
In aviation, anyone can say, “The descent felt rough.” But only a tested checklist, refined through trial, can guarantee smoother landings every time. Formula is that checklist. It takes the energy of every critique, channels it into discipline, and produces a theorem that delivers the same safe result again and again.

In life too, Criticism without Formula is just turbulence. But Criticism that ends in Formula is progress—it transforms noise into a navigational chart that anyone can follow.

In short: Criticism is the co-pilot’s voice of caution, Formula is the arrival gate where caution becomes a proven path.

CO-PILOT 2: Insight

DESTINATION



CO-PILOT 2 | I - Insight
↓
A - Achievement

CO-PILOT 2 | 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 Co-Pilot of Precision

In the cockpit, there is always a co-pilot whose gift lies in paying attention to every fine detail—the sound of the engines, the feel of the controls, the glow of each instrument, even the faintest shift in air pressure. This co-pilot is Insight.

Insight doesn't wander or guess. It learns by observing, touching, sensing, and studying until every element of the aircraft becomes second nature. Each flight adds to memory: how a vibration once signaled turbulence, how a certain tone in the radio hinted at traffic ahead, how a slight resistance in the yoke meant the weather was turning.

Over time, these observations compound into mastery.

Because of this sharpness, Insight transforms knowledge into something reliable and practical. The aircraft is not flown on assumptions, but on a library of real, lived understanding gathered through consistent awareness.

In travel terms: Insight is the co-pilot who turns every detail of the journey into wisdom, building brilliance through focus, memory, and precision—until mastery of the skies becomes natural.

CO-PILOT 2 | 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 co-pilot who studies every sound of the engines, every shift in the air, and every detail of the cockpit does not collect knowledge for its own sake. All of that observation is meant to land somewhere—and that landing strip is called Achievement.

Achievement is the point where learning meets reality. It is when the hours of careful noticing and study are put into practice during real flights: navigating safely through storms, responding calmly to unexpected signals, and touching down smoothly when the conditions are tough. This is no longer theory—it is applied mastery.

In aviation, the difference is clear. Anyone can read a manual about crosswind landings, but the true measure comes when the aircraft touches down steadily in crosswinds because the co-pilot applied what he learned. That is Achievement—the proof that insight has transformed into dependable action.

In travel terms: Insight is the co-pilot’s deep study of the skies, Achievement is the airport where that study proves itself in the form of visible, repeatable success.

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-S-C)

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

×

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

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

×

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

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

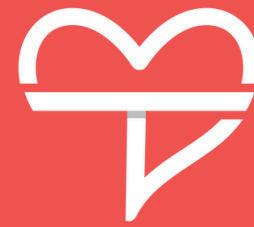
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Compliance-**C**ommandment-**S**ensations (S-C-S)

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