

# Meitheal

PERSPECTIVES



# Overview

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1. Meitheal – a different way of being
2. The development of work – and what it means for us (and our children)
3. The Inverted Pyramid
4. Setting up groups with Work it Out! - 28 lessons I've learnt
5. Bringing groups together – some thoughts.

Questions / Discussion

Takeaway?

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1. Let's talk about

**MEITHEAL** (Meh-hill)

# MEITHEAL

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1. The word *Meitheal* (pronounced meh-hill) describes the old Irish tradition where from time immemorial, people in rural communities gathered on a neighbour's farm to help save the hay or some other crop.
2. Each person would help their neighbour, who would in turn reciprocate.
3. They brought different levels and types of skills, experience and equipment (technology) to the collective – some were better than others at specific activities, and over time, some became known locally as specialists in that area.

# MEITHEAL

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4. They acted as a team and everybody benefited in some way. Those who prepared the food were equally as important as those out in the fields.
5. Strong relationships and respect were built up by those in the Meitheal. They worked hard, were fed and watered, and these events were usually looked forward to as times of great fun and camaraderie.
6. The Meitheal principle still lives on in many areas to the present time, where local groups are established on a mutual support basis, driven by people journeying and working together for the common good.

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2. Let's talk about

# THE WORLD OF WORK

# THE WORLD OF WORK

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1. The 19<sup>th</sup> century mill owners changed our agricultural way of working and we were persuaded to give our time away for money.
2. The promise of income for turning up and working every day seemed to offer more security.
3. But of course, the idea of jobs and money did not turn out to be the golden egg that we thought.



# THE WORLD OF WORK

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4. There was no money involved in the collaboration of Meitheal.
5. The crop or harvest produced the wealth.
6. We were all helping others to earn the money that they needed. And then in turn they helped us on our farm. It was an outward looking endeavour where we each were able to offer the fruits of our labour to the world.
7. In fact, many are now beginning to move away from the 'working to earn money' model and going back to the 'working to help each other' (Meitheal) approach.



# THE WORLD OF WORK

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8. The world of work however has dramatically changed in the last 20 years. I wrote the book 'Work it Out!' in 2011 to explain the fragmentation of work happening as a result of the Internet.
9. The internet meant that we were able to create 'Workpieces' - freelancing project, part-time work, joint ventures, etc. The 'gig' economy had arrived.
10. We were able to sell our products and services on the Internet. For the first time we were no longer solely reliable on finding that one job that gave us all of the money we need.

# THE WORLD OF WORK

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11. To try and keep us locked into our job mindset, the Mill-owners presented the main use of the internet as 'Social Media'. In other words, this is something that we can use for leisure - outside of work.
12. But the Internet has never been about social media!
13. The Internet is about personal development not social media. It's about working with others to achieve what's important to us.

# THE WORLD OF WORK

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14. The formal arrival of 'hybrid-working' in the last few years (hastened by Covid) further loosened the chains of the Mill-owners. Suddenly getting everyone back to the office became essential!
15. We now recognise that all relationships matter. We recognise that we can mould and adjust and share. We can be together in a better way.
16. Of course, we are still bombarded with offers of easy money, fame and guaranteed success. Many are still being seduced into thinking that selling stuff to each other will give us the security and future we need.
17. Many are still trying to get us to buy into their money model.

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3. Let's talk about

# THE INVERTED PYRAMID

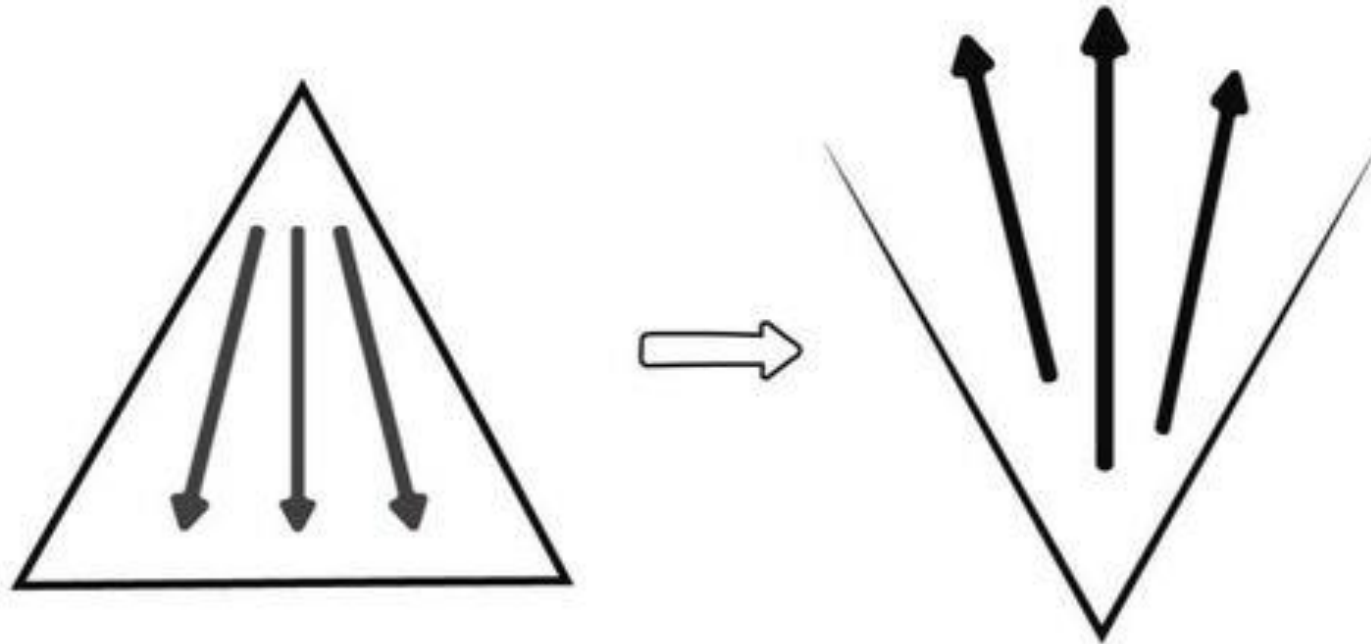
# THE INVERTED PYRAMID

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1. When we work on the basis of kindness and collaboration, helping each other and looking after one another, we start from a different place. It's one of personal responsibility, purpose, utilising our gifts and achieving all that is important to us. It is a positive, proactive and supportive place.
2. It's called an inverted pyramid because we are non hierarchal. We effectively turn the normal way of working which is competitive, insular and largely based around earning money on its head. For if we all work together, we can all do well. There's more than enough for everyone – if we can stop competing with one another.

# THE INVERTED PYRAMID

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# THE INVERTED PYRAMID

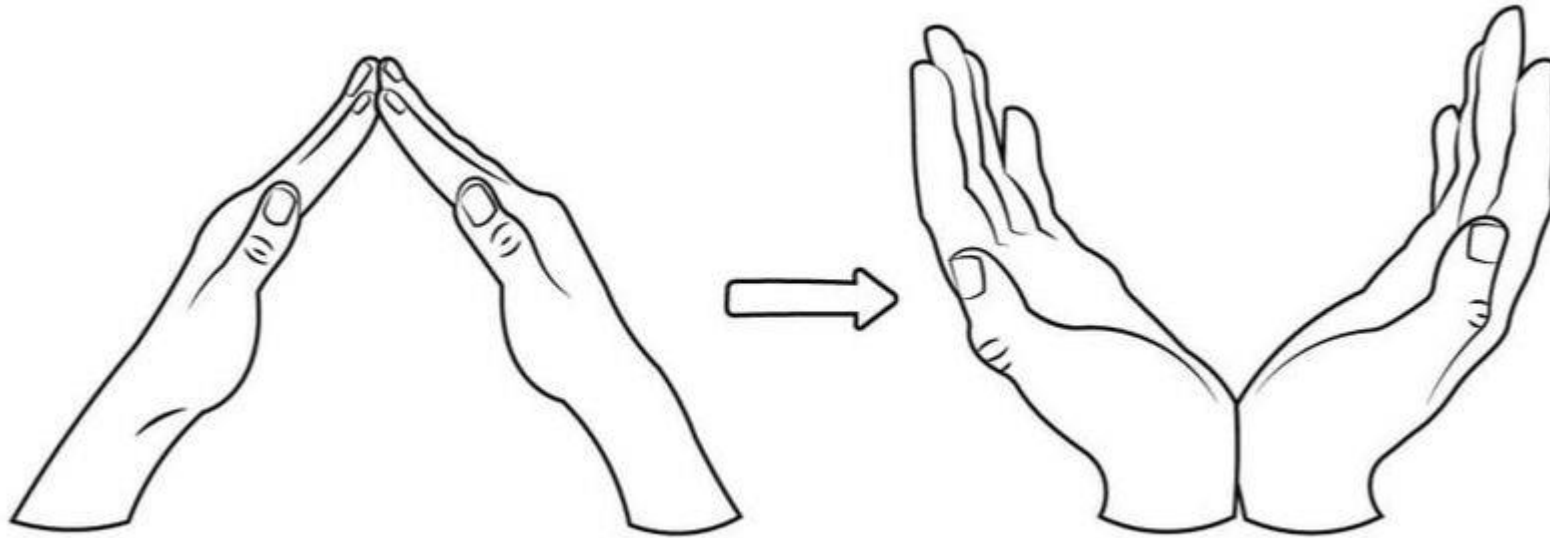
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3. Competition wastes time, energy and resources going after a limited income pot in the same way as everyone else. Collaboration and looking after each other leverages potential, creates opportunities and opens up a bigger place to play.
4. Inverting the pyramid applies not just to work or income, but to relationships, education, family, spirituality, consultancy, community and to every single aspect of who we are and what we want to become. The inverted pyramid metaphor is a different way of being.



# THE INVERTED PYRAMID

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4. Let's talk about

**SETTING UP GROUPS ON**

**Work it Out! – 28 lessons**



# Show up for others

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If you want to share in the harvest, you have to turn up.



# Nurture

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If we are to have a bumper harvest, we need to look after each other.





# Proactive

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If you help others first and if you give before receiving, others will know where you're coming from. If you don't, others, will also know where you're coming from.



# No Balance Sheet

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Meitheal is not about give-and-take. Meitheal is not a balance sheet. It's what others need at the time, not what we're going to get in return.



# Not Transactional

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Meitheal is about relationships first and not transactions.





# Work plan

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If you don't come away from a meeting with a plan to work with others, then what will happen before the next meeting?



# Selling out

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If we sell to each other, we are simply creating another business – no matter how we dress it up.



# Zero Funding

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Meitheal doesn't need money. The projects that we create together might. It doesn't cost to share your time or advice.





# Income generation

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To generate income work with others, create something special and offer it to the world.



# No cold calling

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Stop trying to sell your stuff to your friends. It turns family into 'cold callers who have got past the front door'.



# Building Structures

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We can create projects and structures, initiatives and groups, and networks and communities as part of Meitheal. But these are not Meitheal.





# Co-Ownership

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We are all equal and joint owners of the house. No one person or team is the Landlord.





# Love

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Meitheal is the visible outpouring and impact of love that comes from us working together.



# Dual Responsibility

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We all have TWO responsibilities in life – to look after ourselves and to look after everyone else in the world.



# Preparation

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Turn up ready to share a story, ask a question or an offer to work with others.





# Ask and listen

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Ask what help others really need. Listen carefully and then work on this.





# Get out of your own box!

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Meitheal allows you the freedom to explore with others what you alone can only imagine.





# A way of Being

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Meitheal is not a network. It's not even a community. Meitheal is a way of being that enables us all to work with each other for the good of everyone.





# Mind your language

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The language of business belongs to business with - profits, sales and promotions. The language of Meitheal belongs to us with - love, kindness and collaboration.





# It's Personal

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Networks are structures. Businesses are organisations. Meitheal is simply your relationship with others.





# The Harvest

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The harvest is the outcome of the work.





# Some Numbers

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Millions of relationships. Thousands of projects.  
One Meitheal.



# What do you really want to do?

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You are only here once. What does your future, your impact and your legacy look like?







# Use your Pick and Mix

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We have all built up incredible experience, knowledge and skills. How well are we harvesting and using all of this?





# AI is changing everything

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Everyone will be churning out more information, models, courses and products. Competition will ramp up. How will you and I work together to add real value?







# Build your Meitheal

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We can all build our Meitheal with those we love or work with, using the skills and experience we have been given and addressing the issues in the world that we care about.





# Control

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No one can ever own or control Meitheal for there are no reporting lines, no organisation structure, and no hierarchy.



# Accountability

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All that Meitheal asks is that we hold ourselves accountable, to be truly ourselves and so become all that we should be.

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4. Let's talk about

**BRINGING  
NETWORKS  
TOGETHER**



# BRINGING NETWORKS TOGETHER

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It's always important to separate out the relationships from the projects.

For our projects will always change, grow and die - but our relationships are there for a lifetime.

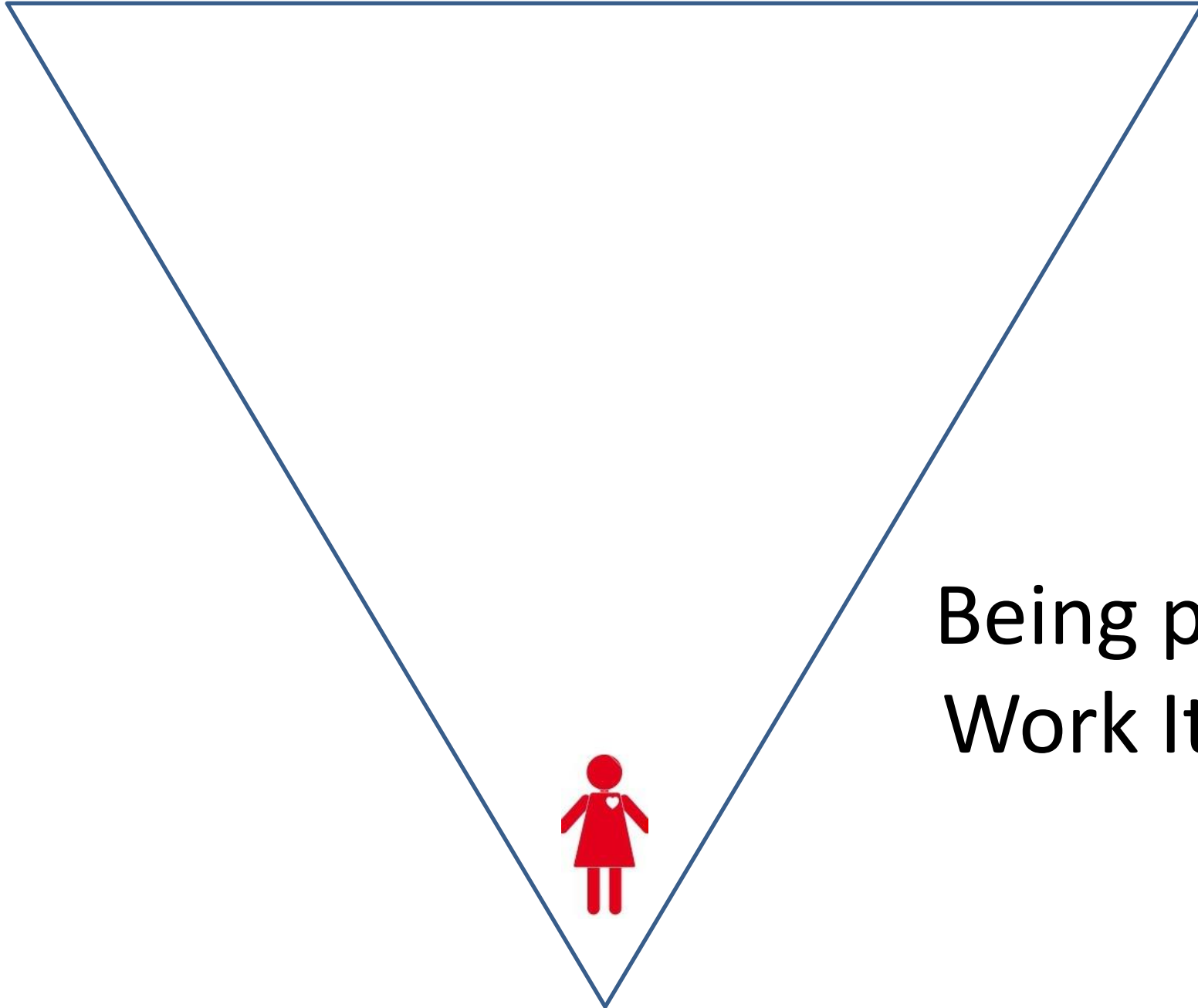
So, any effort to link people together cannot be sustainable based on projects – it has to be individual relationships.



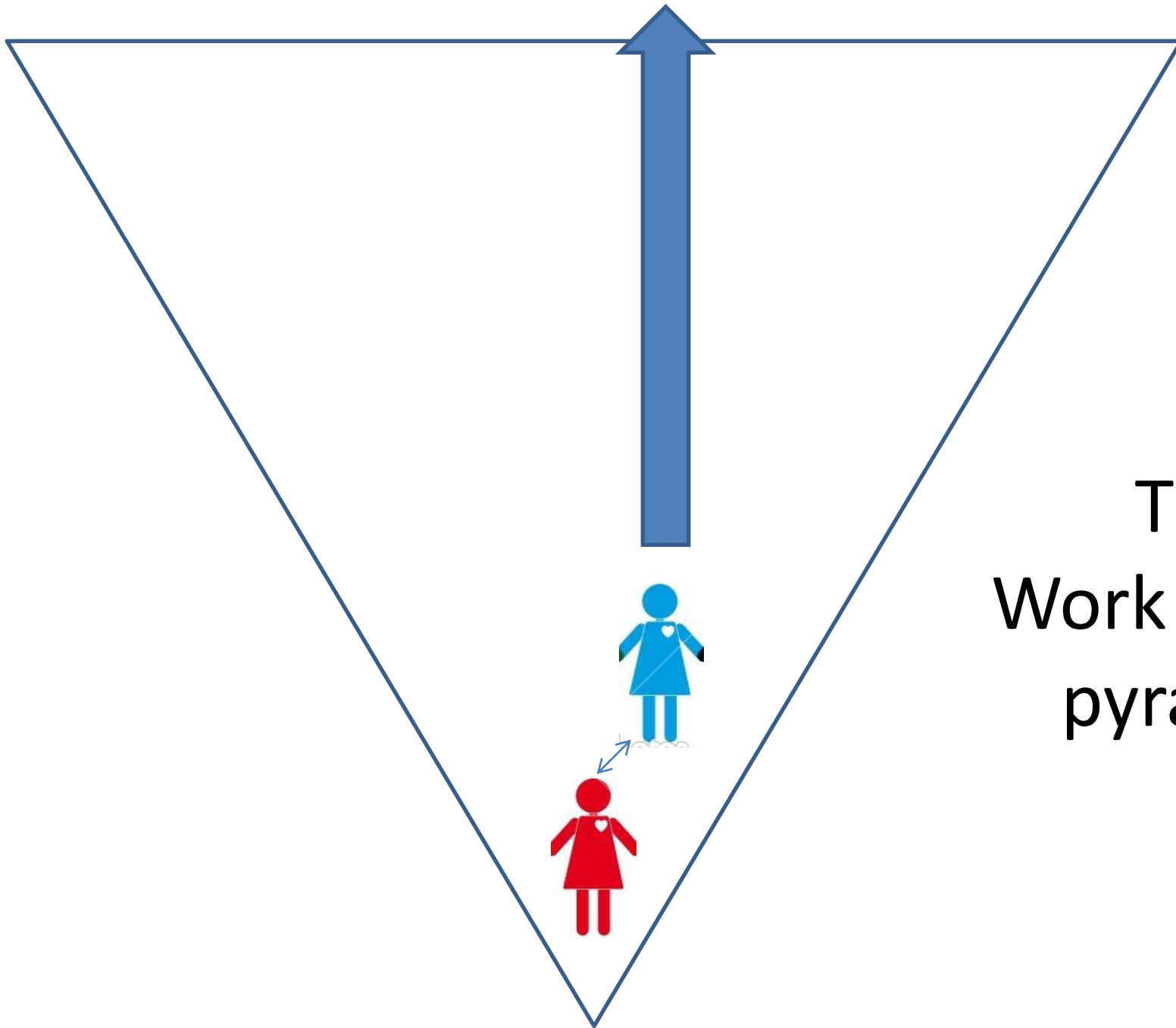




# The job only pyramid

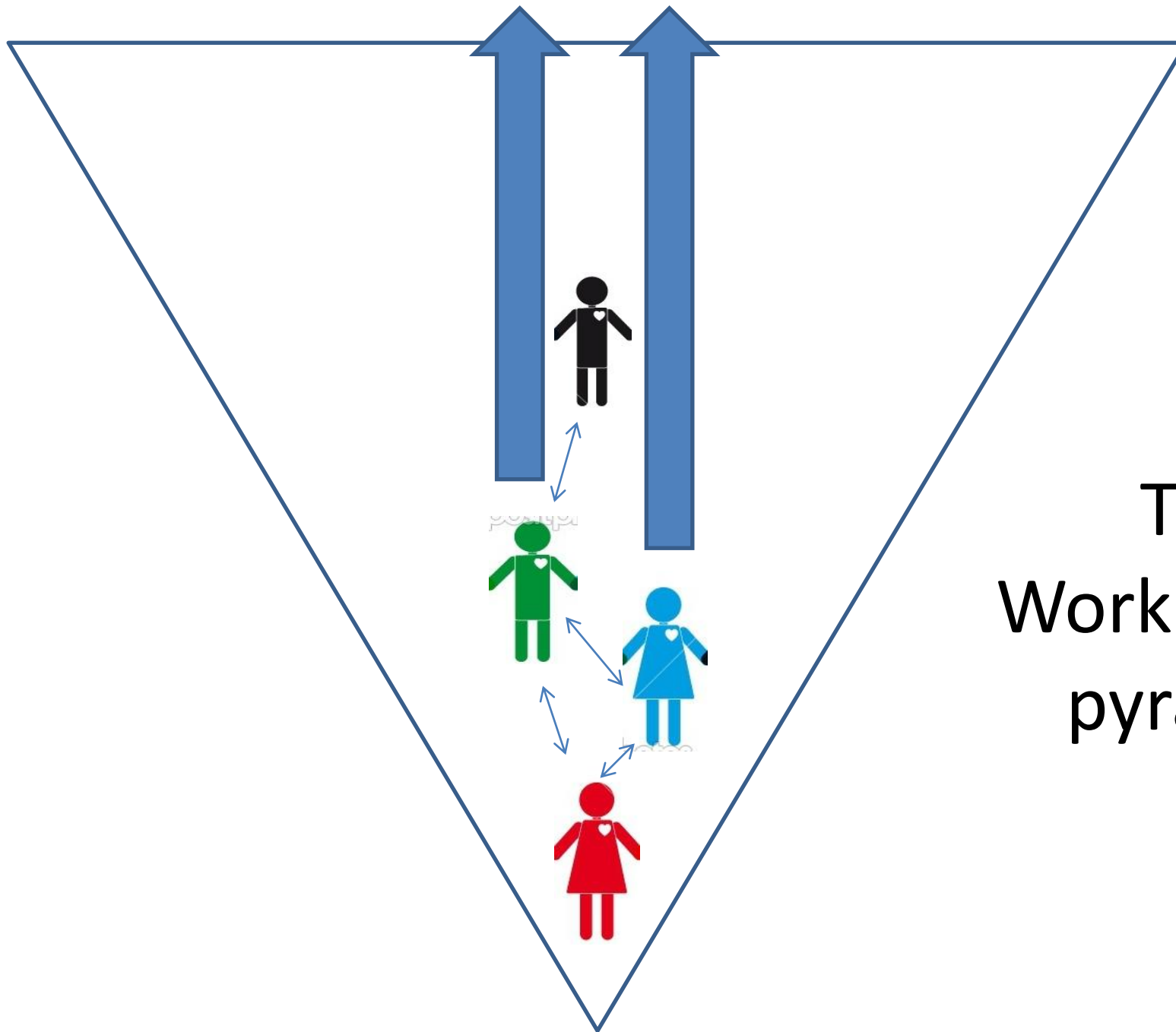


Being part of  
Work It Out!

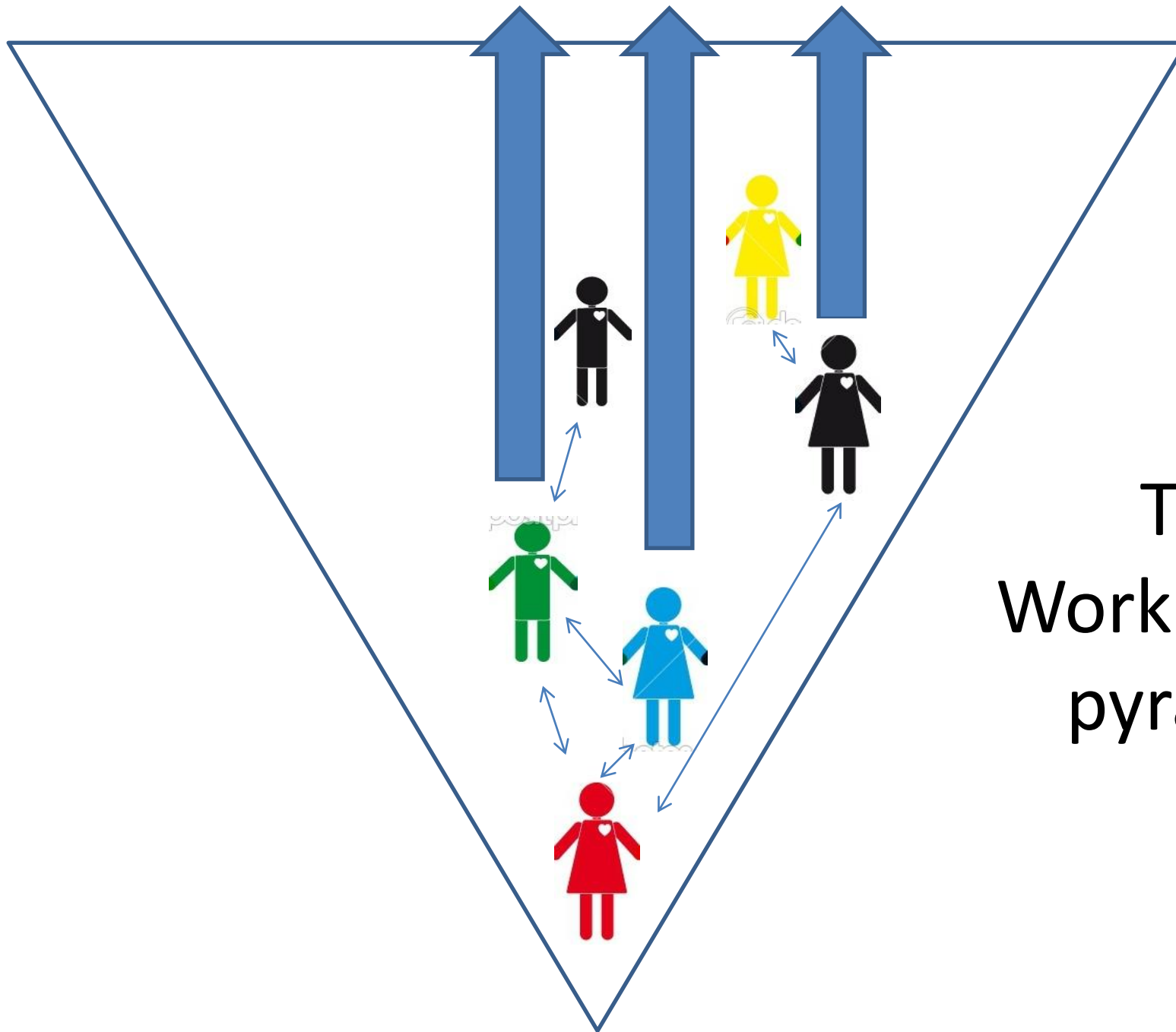


# The Work It Out! pyramid

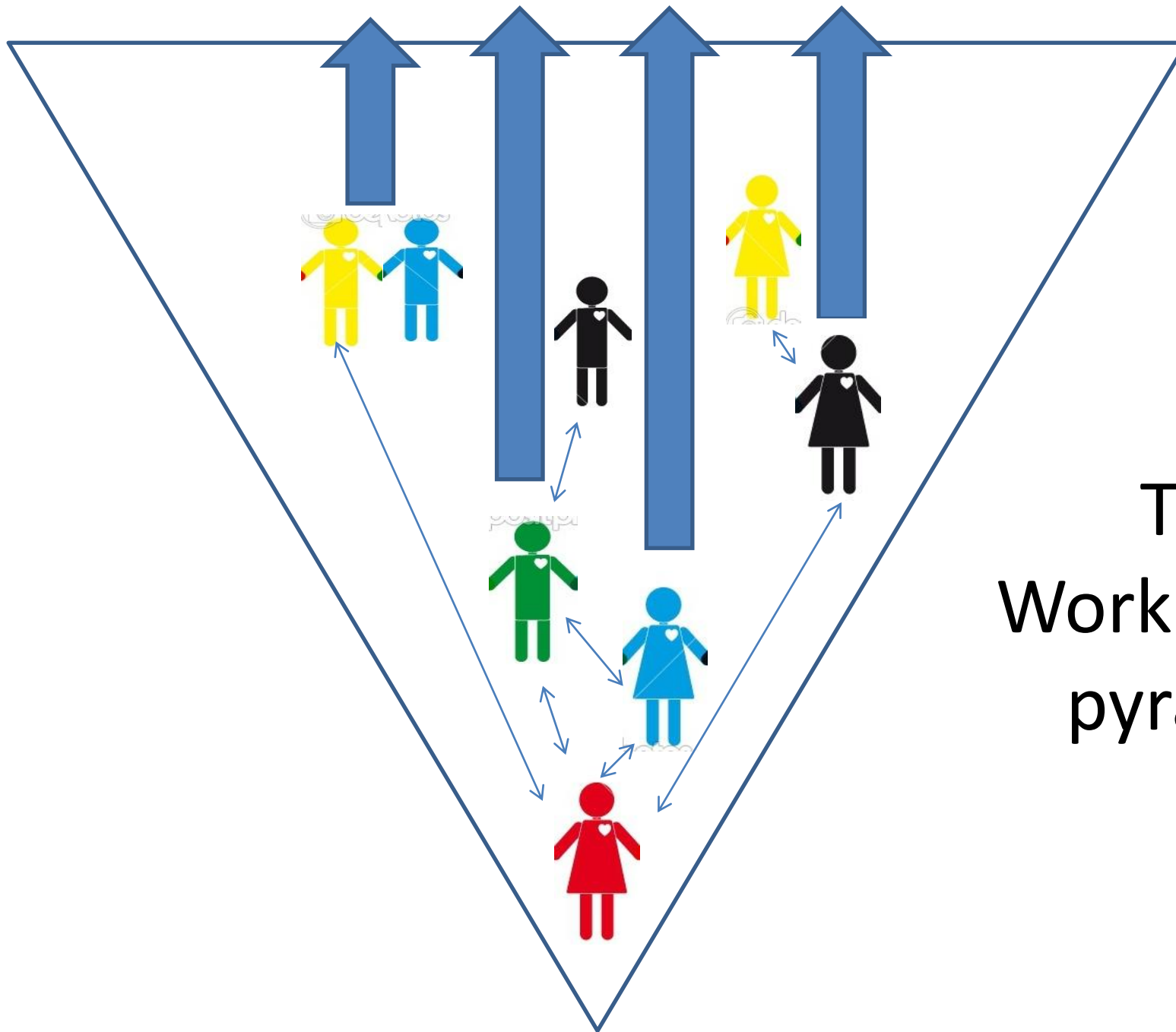




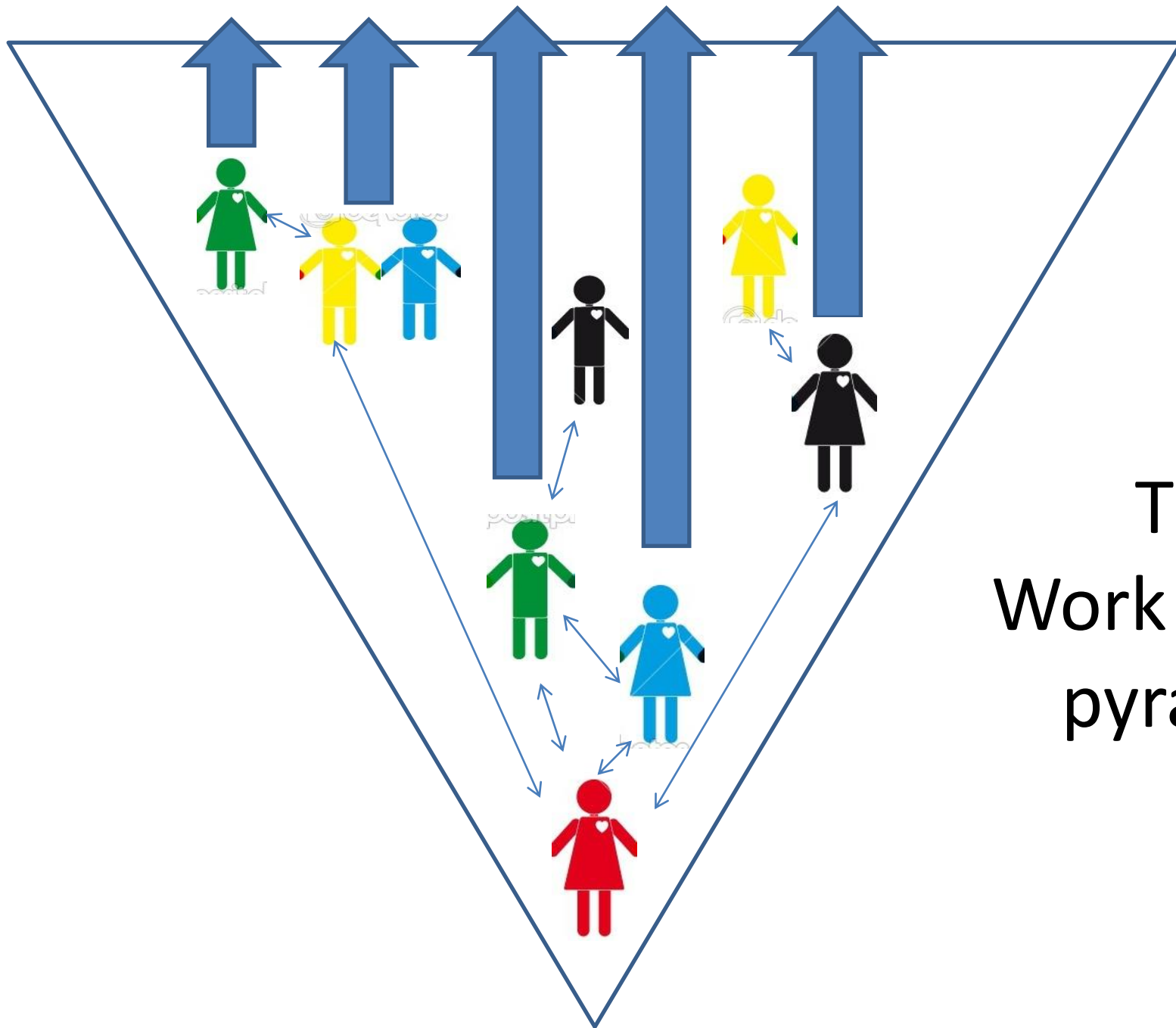
The  
Work It Out!  
pyramid



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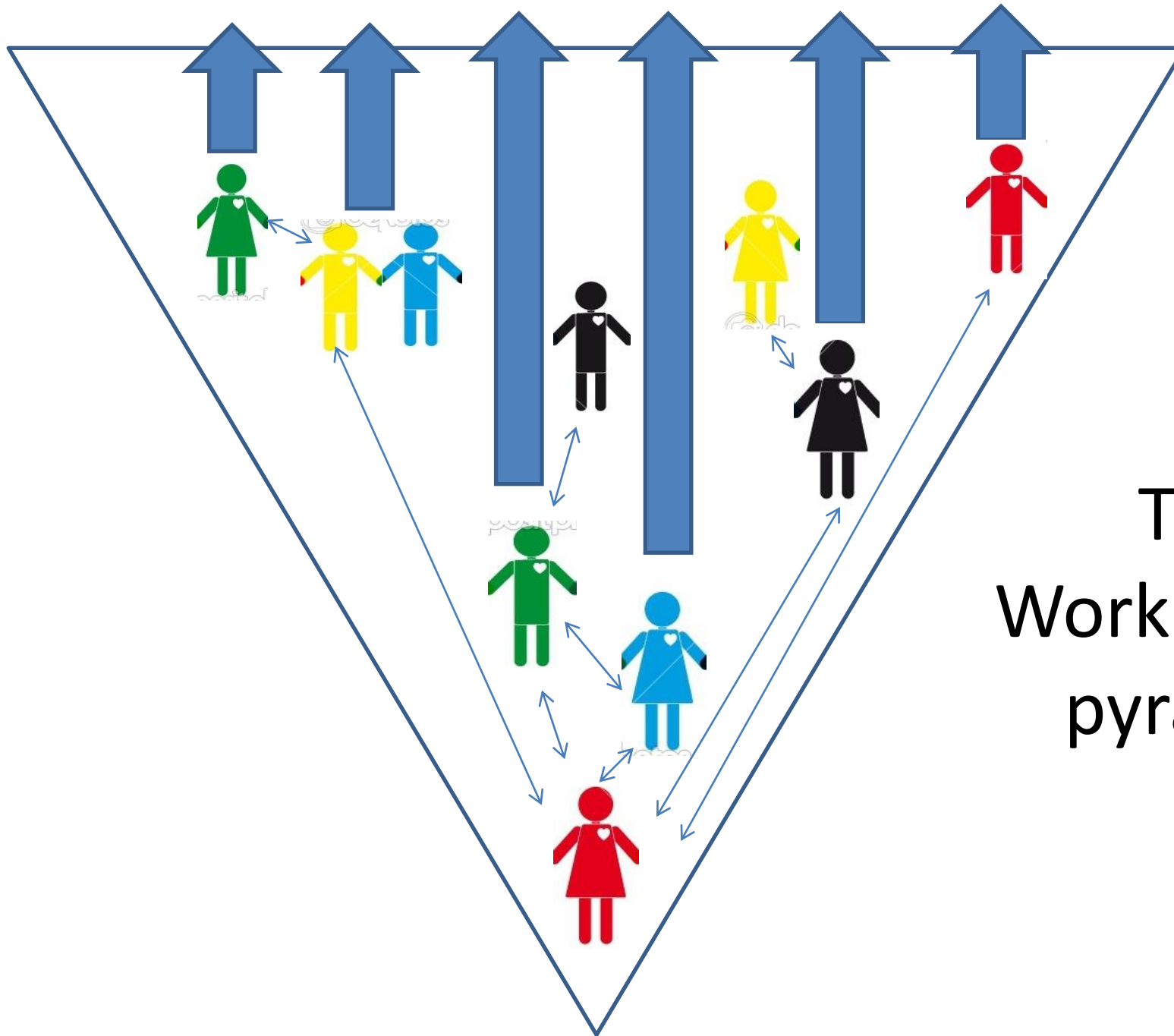


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Work It Out!  
pyramid

# Priority Behaviours to build a Culture of Possibility

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1. Collaborate with others
2. Do not criticise anyone or anything
3. Use positive and can-do language
4. Encourage others
5. Give constructive feedback that moves the person or situation forward

# Priority Behaviours to build a Culture of Possibility

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6. Show compassion and accept others as they are
7. Build trust through your personal integrity
8. Be flexible
9. Show empathy and compassion
10. Look after everyone

# Priority Behaviours to build a Culture of Possibility

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11. Be kind
12. See problems and conflict as an opportunity to bring people together
13. Accept failure as part of the development process
14. Take personal responsibility
15. Help others



# Priority Behaviours to build a Culture of Possibility

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16. Be receptive and always say yes
17. Be enthusiastic
18. Recognise and celebrate successes
19. Be the change you want to see in the world.
20. Be 'heart led' and do what you 'feel' is right.

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# QUESTIONS / DISCUSSION

# Summary

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Takeaway?

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# TAKEAWAY

- for IFB
- for you personally





# Meitheal

THANK-YOU