

The Wisdom Project

'The Wisdom Project', created by [Business Grow](#) marketing consultant [Jon Walsh](#), is a creative initiative focused on tapping into the wisdom of a diverse range of people to compile a mountain of practical, interesting, and relevant knowledge and experience.

The accumulated wisdom is transformed into images, some of which are shown below, that are made available to all contributors as well as anyone who is interested in order to educate, enlighten & inspire everyone concerned.

Fascinating insight has already been received from teachers, artists, environmentalists, business professionals, sustainability practitioners, and others.

Will you be next to feature in The Wisdom Project?

Enjoy!

Jon Walsh



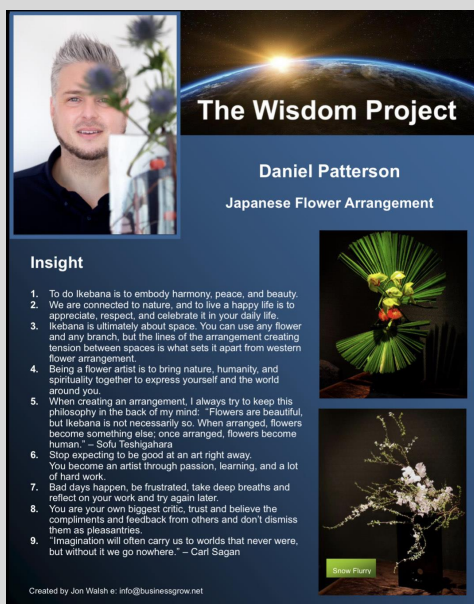
The Wisdom Project

Priya Sultan, social entrepreneurship
Founder & CEO, Social Impact Lab Japan

Insight

1. In order to build a social enterprise (or any enterprise really), it's absolutely critical to get to market as quickly as possible. You will learn so much from the feedback you get testing it in the market. Often, social entrepreneurs expect a certain response to their product or service offering, but often it is vastly different from how the market reacts to it. Get out there, test, gain feedback, iterate.
2. Build your social enterprise with purpose at the core. If you lead with purpose and the 'why' of what made you build this social enterprise – success will inevitably follow.
3. Build a team of people around you. Building a social enterprise alone is a recipe for failure. No one is an expert in everything, so find those collaborators who are better than you in the areas you need to build your social enterprises. Collaboration is critical for success.
4. Do not work in a void. Social entrepreneurs tend to get very precious about their ideas. Working in this area for over a decade, I've learned that your idea is probably one that many people have had before. What will differentiate you is how to bring it to market. So, talk about your idea as much as possible, to everyone, get feedback.
5. Build your product or service as quickly as possible. This may sound counterintuitive, but having your product/service (at whatever stage it might be) ready to go will allow for you to get better feedback. Having an idea is great, but being able to bring that idea to life is how you'll find collaborators, experts, and investors faster.

Created by Jon Walsh e: info@businessgrow.net



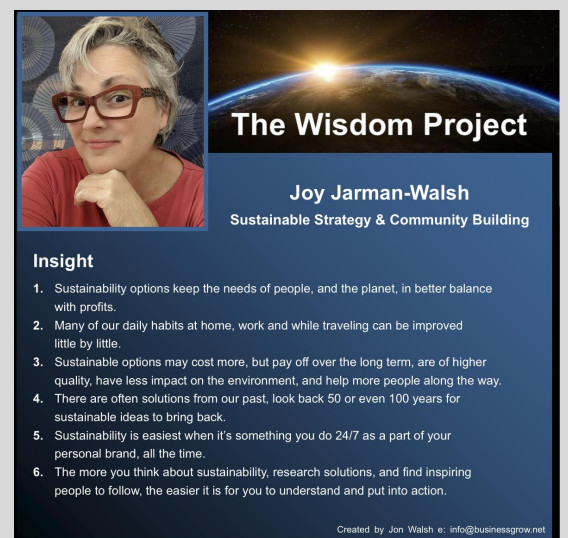
The Wisdom Project

Daniel Patterson
Japanese Flower Arrangement

Insight

1. To do Ikebana is to embody harmony, peace, and beauty.
2. We are connected to nature, and to live a happy life is to appreciate, respect, and celebrate it in your daily life.
3. Ikebana is ultimately about space. You can use any flower and any branch, but the lines of the arrangement creating tension between spaces is what sets it apart from western flower arrangement.
4. Being a flower artist is to bring nature, humanity, and spiritually together to express yourself and the world around you.
5. When creating an arrangement, I always try to keep this philosophy in the back of my mind: "Flowers are beautiful, but Ikebana is not necessarily so. When arranged, flowers become something else; once arranged, flowers become human." – Sofu Teshigahara
6. Stop expecting to be good at an art right away. You become an artist through passion, learning, and a lot of hard work.
7. Bad days happen, be frustrated, take deep breaths and reflect on your work and try again later.
8. You are your own biggest critic, trust and believe the compliments and feedback from others and don't dismiss them as pleasantries.
9. "Imagination will often carry us to worlds that never were, but without it we go nowhere." – Carl Sagan

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The Wisdom Project

Joy Jarman-Walsh
Sustainable Strategy & Community Building

Insight

1. Sustainability options keep the needs of people, and the planet, in better balance with profits.
2. Many of our daily habits at home, work and while traveling can be improved little by little.
3. Sustainable options may cost more, but pay off over the long term, are of higher quality, have less impact on the environment, and help more people along the way.
4. There are often solutions from our past. Look back 50 or even 100 years for sustainable ideas to bring back.
5. Sustainability is easiest when it's something you do 24/7 as a part of your personal brand, all the time.
6. The more you think about sustainability, research solutions, and find inspiring people to follow, the easier it is for you to understand and put into action.

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Business



The Wisdom Project

Angela Ortiz

Social Impact Project Design

Insight & top tips for aspiring leaders:

1. **You matter when you choose to** – Make your life self-directed. Narrow your niche.
2. **Don't be afraid to fail forward** – To do so, fail small and fail often.
3. **Use communication to create the space for others to develop ownership.**
4. **Encourage others to identify their value** – Create opportunities for them to shine.
5. **Establish the "Commander's Intent"** – Connect the dots so everyone knows what they are doing and why it matters to your collective success.
6. **From propositions to follow up analysis, the conversations never end** – Become a GOOD conversationalist.
7. **Listen more than you speak.**
8. **Use questions to help stakeholders identify their genius zones** (what they do best).

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Sustainability / Environment



The Wisdom Project

Peo Ekberg
Sustainability Producer

Insight

1. Sustainability is not an opinion, but a scientific fact.
2. Trees are renewable, but forests are not.
3. Actions for a sustainable you/company/society should not only include the ecological FOOTPRINT (reducing things that are bad for environment), but also the ecological HANDPRINT (increasing things that are good for the environment).
4. For bigger impact, do not only look for 'what you can do for the environment now', but also look for what you can't do! Then you will find exciting ways you never thought existed!
5. Keep a healthy relationship to what you know and feel about sustainability, and what stage (situation) a person/organization/company or society as a whole actually is at. Sustainability may often feel abstract and even non-achievable...this can lead to depression. We have seen many eco activists and sustainability professionals run into 'a brick wall' and falling into what we call "eco-depression".
6. "If you want to go fast, go by yourself. If you want to go far, go together." (African proverb)

Created by Jon Walsh e: info@businessgrow.net



The Wisdom Project

Solveig Karina Nordwall
Multicultural color pencil artist for conservation

Insight

1. Training your fingers to make a pencil, pen or tool do exactly what you want it to do is a valuable skill that's getting lost on the keyboard and the swipe. It also focuses and calms your mind.
2. There is great beauty in the microcosm, in the small, in the often skimmed over. We humans overlook an awful lot of everyday beauty.
3. When nature astounds, photograph. When it suggests, draw or paint.
4. The best way to learn about nature is through the hand and a pencil. The more you draw, the more you learn; the more you learn, the more you love; the more you love, the more you want to protect.

Created by Jon Walsh e: info@businessgrow.net

[View Solveig's ocean art portfolio](#)





The Wisdom Project

Trista Bridges, Sustainable business
Co-founder and Principal, Read the Air

Insight

1. Business leaders who are serious about sustainability view it as a strategic, business-critical topic, not a "nice to do".
2. While technology will be important to achieving a more sustainable system, changes in our everyday behaviors will be just as, if not more, important.
3. The sustainability transformation will be significantly harder than the on-going digital one. We need to be prepared for the level of commitment and resources that will be required to succeed.
4. The complexity of sustainability (e.g. standards, potential actions, various stakeholders, etc.) shouldn't be an excuse for inaction.
5. While experience is important, business leaders should also look to employees who have a real passion for new business models aligning people, profit, and planet to take on sustainability roles.
6. Organizations that are serious about sustainability will properly resource it, both with more people and financial resources.



The Wisdom Project

Christian Schmitz, PDIE Group, Founder
Scaling sustainable innovations

Insight

1. In order to manage the transformation of our current economic systems into a sustainable and circular economy, we need to shift from EGO to ECOSystems, which starts from ourselves.
2. Building a network of opinion leaders will help to identify change leaders and the best innovations.
3. Constant learning is essential and while doing so, always being open to learning something new.
4. To accelerate the above transformation, we need to manage a mindset change among investors that will foster investments in purpose-driven initiatives, products and people. Never any more investment for the pure sake of maximizing profit.
5. Not all sustainability initiatives can achieve a positive ROI (return on investment), however, many are essential to preserving natural ecosystems. We need to find new models of public private partnerships to support these projects.
6. Building sustainable, resilient and self-sufficient communities will integrate accumulated knowledge from various disciplines and requires systemic thinking.
7. Fixing problems with a single-minded one-dimensional approach often triggers negative externalities.
8. Collaboration, a positive growth mindset, and spirit are key to enabling positive change.
9. Always think first about the "Why" before starting any new endeavor. Define your purpose clearly.

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The Wisdom Project

Simon Whalley

Climate and Biodiversity Crises

Insight

1. Speak up about the climate & biodiversity crises. Don't stay silent. Normalise it at work, at home and when socialising.
2. Consider the environmental impact when you make all decisions.
3. Remember; It's about energy. The energy we use to power the economy, and the energy we use to power our bodies and minds.
4. As individuals, we are weak, but unified, we are strong, so join forces with others. Join an Extinction Rebellion (<https://xri-japan.jp>) or Fridays For Future (<https://fridaysforfuture.jp>).
5. Don't give up, but don't burn out. When you feel overawed, take a break or reach out to a friend.
6. Be kind to all species, not just one.



The Wisdom Project

Joy Jarman-Walsh

Sustainable Strategy & Community Building

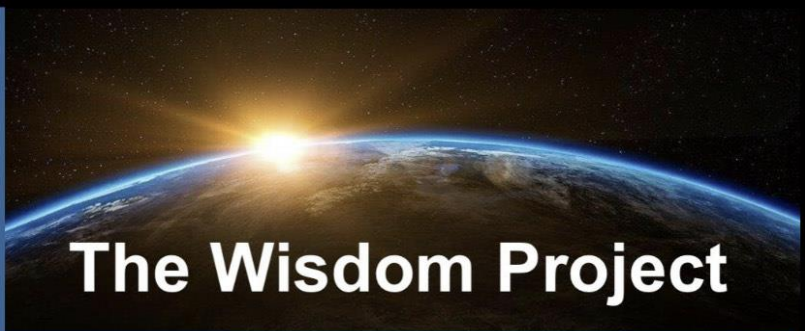
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Watch Joy's [Seek Sustainable Japan podcasts](#)





The Wisdom Project

Jon Walsh | Urban farming

Insight

1. Most food we buy is poisoned, altered, contaminated and unnatural.
2. The healthiest food comes out of the ground, not a factory.
3. Growing your own food is not a “new trend”; it’s what people have been doing for thousands of years.
4. Healthy food can be grown virtually anywhere the sun shines, even and especially in large urban cities.
5. Organic food is only expensive if you pay for it. If you grow it, it can be far cheaper.
6. Sowing seeds, the most important food growing skill, takes less physical dexterity than brushing your teeth.
If you can brush your teeth, you can sow seeds.

View Jon's [urban farming activities](#)



Education



Patrick Newell | Learning

Insight

1. 80% of the brain is developed by three years of age.
2. Children spend between 16 - 20% (180 - 220 x 8 hours a day/8,760 hours) of the year in school. Parents are the Primary Educators.
3. Children in school should focus their time on developing their social and emotional skills above academics.
4. Spending time in nature is very important for our development.
5. The best way to wire our brain for change is to make and create things.
6. Master the science of asking good questions.

Created by Jon Walsh e: info@businessgrow.net



Fiona Broadfoot | Teaching

Insight

1. Take the time to discover how each child learns and know how to differentiate your teaching.
2. Support each child and set them up for success and remember to celebrate their success.
3. Teach children how to learn so they will develop a love of learning.
4. Have fun and build memories.
5. Love what you do or get out.

Created by Jon Walsh e: info@businessgrow.net



The Wisdom Project


Emi Hisamatsu | Vegan Way of Eating

Insight

1. We should stop and think about the fact that humans are the only species who drink milk from another lactating species beyond infancy.
2. To understand what good food really is, ask yourself what food would you put in your mouth without any salt or seasonings? For me, that's anything that grows from the soil.
3. Veganism should not be seen as complicated or a new concept. It is simply a lifestyle that aligns with the values of compassion and sustainability.
4. Centenarians living in the Blue Zones can teach us many things about longevity. Eat a plant-dominant diet, move your body, and create a bond with your community.
5. Cows get nutrients from plants. So why do humans need to eat cows to get nutrients that they get from plants?
6. Dietary fiber can only be found in plant foods. It feeds our micro biome and promotes holistic health.
7. Eat plants for their antioxidants and vitamins! No dermatologist will recommend animal protein for anti-ageing benefits.

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Art & Culture



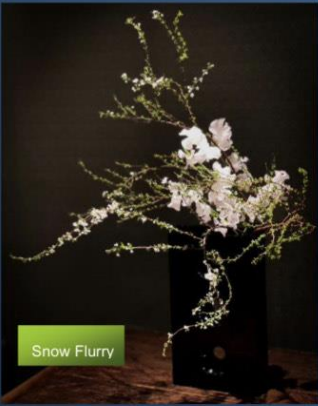
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Japanese Flower Arrangement

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Snow Flurry

Created by Jon Walsh e: info@businessgrow.net

[View Daniel's ikebana portfolio](#)



Premium Option

The [Wisdom Project Premium Option](#) (below) is a more comprehensive version of the standard Wisdom Project meme/image. It can include more photos/images, promote your organization and activities in more detail, and as it is put online, it can also feature hyperlinks to additional information.

If you purchase this option, you will also receive **5 exclusive special offers** – shown below – tailored to promoting professionals and their businesses:

1/ **12-months' discounted access** to Business Grow's [Breakthrough Marketing Essentials](#) business marketing package that can help you promote yourself and your activities to virtually any potential target.

2/ **15,000 yen discount off a [Business Bio](#)**, a smart personal and business promotion tool that can help promote yourself, your business, as well as any product, service, program, strategy or information to virtually any potential customer, partner, media or investor.
> [Brochure](#)

3/ **15% discount off any magazine-quality article or [Bio](#)** that can present you as an industry expert, innovator & leader, and enable you to market your business more effectively, particularly to media.
> See [Multi-pack Promotion Pack](#)
> See [Business articles portfolio](#)

4/ **Discounts** off Business Grow's exclusive [Event Essentials pack](#) that can help you be a standout speaker and steal the show at your next event.

5/ **Special discounts** off [brochure creation](#).



Insight

1. An **article** about your business printed in a newspaper or magazine, or posted on a website can put you and your organization on the map, and bring in new business, income, and game-changing publicity. > [See sample](#)
2. **Identify your sales points** – Why are you newsworthy? It pays to know. Find out here → [Discover your Sales Points](#)
3. **Create a press/media kit**. This will enable you to quickly fire off all the relevant facts about yourself, your business, products and services to an editor, significantly increasing your chances of getting published. > [Learn more](#)
4. **Market yourself directly to media editors**. To make them more likely to look at and consider publishing news about you, the secret is to make their job as easy as possible. The first step of this process involves presenting them with a [compelling article pitch](#) containing a succinct description of the article or news you want them to publish, and very importantly, a researched reason(s) why your content will be relevant and interest their audience. Another step is...
5. **Respond promptly to editors/writers** – They're on your side. Be P, P, P: Prompt, Professional and Polite.
6. **Don't wait to be contacted by media** – Proactively push news about your company and activities into the market.
7. To get one step ahead, **prepare articles** (see [portfolio](#)) and [press releases](#) that you can send to editors containing information they need to know and text they can copy into any article they write to help you get published faster.

Dig deeper

Bio



Jon Walsh is a professional writer/editor and director of [Business Grow](#), an innovative Tokyo-based business promotion company specializing in providing [professional writing](#), [editing](#) and [business marketing services](#) that help clients do more, sell more, and spread their message – **in style**.

Jon has successfully helped better market and promote more than 1,000 companies and individuals throughout Asia, written [over 500 published articles](#), and focuses on providing tailored business marketing solutions to clients.

Contact Jon
e: info@businessgrow.net

Business Promotion
Writing | Editing

Special offer

For a deep dive into attracting media publicity, 6+ publicity ideas, smart tips, special offers and more, request a copy of Jon's latest business marketing report.



More information & resources

- [Breakthrough Marketing Essentials](#), a suite of exclusive products and services that can be utilized to market businesses to virtually any potential client, partner, investor or media
- [Business Bios](#) – Market anything to virtually anyone
- [Business Dashboards](#) – Your business on 1 page
- [Writing and editing services](#)
- Business Grow [Business Dashboard](#)
- [Writing samples](#).

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[Business Promotion Toolkit](#) | [Business Dashboard](#) | [Writing & Editing Services](#)

Premium Option



The Wisdom Project

Jon Walsh | Urban farming
Director, Business Grow Tokyo, Japan

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→ See more Wisdom Project insights [here](#)

Dig deeper

Bio



Healthy food
Healthy people
Healthy planet



Urban farming & sustainability

Jon Walsh is an urban farming consultant and instructor based in Tokyo, Japan. He has briefed and trained 1,200+ people in [how to grow healthy food](#) and set up [50+ gardens](#) around Tokyo at schools, [hotels](#), [kindergartens](#), and [rooftops](#). Specializing in running [school urban farming programs](#), Jon has taught over 700 students at 10 schools throughout Tokyo. > [Full Bio](#)

[Meet the team](#)
[Now hiring!](#)

Contact Jon

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Special offers

Readers interested in learning how to grow food are invited to choose any 1 product in the 'PREPARE' and 'GROW' sections in Business Grow's [Beginners Food Growing Pack](#) – packed with information to help you start gardening successfully! [Offer expires 31/7/2022]

More information

- [Introduction to urban farming](#)
- [Urban Farming Dashboard](#)
- [Service Summary](#)
- [Programs | Workshops](#)
- [Online urban farming consulting](#)
- [Urban farming home consulting](#)
- [Beginners Food Growing Pack](#)
- [Urban Farming Resource Pack](#)
- [Tokyo Gardens Portfolio](#)

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[Business Grow launching 15 new school urban farming programs](#)

[COVID-19 triggers global spike in interest in urban farming](#)