

Intention

“Would you tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

“I don’t much care where—” said Alice.

“Then it doesn’t matter which way you go,” said the Cat.

“—so long as I get SOMEWHERE,” Alice added as an explanation.

“Oh, you’re sure to do that,” said the Cat, “if you only walk long enough.”

—Lewis Carroll, *Alice’s Adventures in Wonderland* (1865)

Having intent helps us cut through the distractions of our busy lives and focus us on what we want to achieve. Intention works at the conscious and subconscious levels of the brain, activating areas that affect what is filtered in and out of our awareness.

Intention (Figure 1), step 2 of the evolution helix, builds on shifts in awareness (or stages) and then significantly shapes where we place our attention (step 3) and what we do.



Figure 1. Intention, step 2 of the evolution helix

The chapters in Part III begin with taking a look at the importance of being intentional. We leverage key elements of Parts I and II to help us understand what is important to us and how our Enneagram type and meta-programs impact our motivators and what we determine success to be.

We then explore the three elements that are important to Unnatural Leaders and the intentions they set to become and remain successful digital leaders.