

IDEAS-SHARED

The Secret Sauce

UNIVERSAL COLLABORATION HUB



ideas-shared.com

The Journey So Far...

As I write this, I find myself in my 64th year, reflecting on a life shaped by diverse experiences—marriage, raising children, 13 years of military service, and navigating the corporate world in blue-chip roles. My journey has taken me across countries, through boardrooms, and into the heart of global procurement. I've witnessed the devastation of war, the brilliance of human ingenuity, and the senseless mistakes of leaders and individuals alike.

From starting in a warehouse to becoming EMEA Procurement Director, my career has been built on practical experience and continuous learning. Along the way, I became CIPS-qualified, co-founded Ideas-Shared with Ivar Ingimarsson, and launched a boutique e-procurement consultancy from scratch—without a ready-made solution and on a tight budget. That venture ultimately managed procurement spend worth around £1.5 billion across public and private sectors. I also co-designed and implemented the UK's first Scan for Safety solution in the NHS, a £150 million initiative.

Having implemented and used numerous corporate systems, I've seen firsthand what works—and what doesn't. My tech journey started back in 1981, long before digital transformation became a buzzword.

Our Fractured World

We live in a world that feels more divided than ever. Humanity is fractured and polarised—split by politics, ideology, wealth, technology, and belief systems that often seem irreconcilable. With that division comes chaos, misinformation, and stagnation. Instead of collective progress, we see conflict, distrust, and inaction.

Our problems—both local and global—are mounting. Climate change, economic instability, inequality, corporate greed, failing institutions, social unrest, and technological disruption are just a few of the challenges we face. But these aren't just abstract issues; they have real consequences. Every day, individuals, communities, and organisations struggle to navigate a system that often feels rigged against them.

Before we can solve these challenges, we must first acknowledge them. Too often, we operate in bubbles—disconnected from reality, insulated from difficult truths, or too overwhelmed to act. Denial and apathy are the enemies of progress. If we don't face the problems head-on, we can't begin to fix them. And beyond these massive societal issues, we must also contend with our personal and professional challenges.

This is why it's important to anchor to common sense and logic. This is where the **5C Advantage** or '**secret sauce**' as I like to call it is invaluable.

The 5C Advantage (The Secret Sauce)

Life is a process of many interconnected parts—ones that truly come alive when you join forces with like-minded people and organizations.

We all have ideas, frustrations, problems, and goals. Some remain unspoken, locked away as fleeting thoughts. Others take shape but struggle to gain traction in a world where noise, bureaucracy, and resistance to change often stand in the way. But when the right people come together, those same ideas transform into actions, solutions, and movements that create real impact.

That's the essence of Ideas-Shared. It's not just a platform—it's a catalyst for progress. A space where collaboration turns vision into reality, where individuals and organisations connect, align, and drive meaningful outcomes.

So what's the **5C Advantage**?

- **Consideration** – Understanding what's going on, viewing all possible angles, and being able to put together a robust solution.
- **Courage** – Stepping up, speaking up, taking calculated risks, and facing challenges head-on.
- **Compassion** – Understanding your path, recognising the needs of others, and acting with empathy and integrity.
- **Communication** – Ensuring clarity, alignment, and effective collaboration.
- **Cooperation** – Collaborating with intent, aligning efforts, and staying committed until meaningful outcomes are achieved.

For decades, I've seen what works and what doesn't. Success doesn't come from isolated efforts, banging the table, or siloed thinking. It comes from intersections—where different skills, experiences, and perspectives meet to drive specific outcomes. It's in those moments of synergy that real transformation happens.

The **5C Advantage** isn't just a theory—it's a proven approach that works when applied with purpose.

Whether in business, social change, or personal growth, the path forward isn't about going it alone. It's about finding the right people, leverage, and tools, all facilitated by an environment where collective action leads to genuine results.

The Power of the 5 C's

No matter who you are, what you do, or what you're trying to accomplish, the **5C Advantage** is a powerful ally to help you realise your ambition. Awareness or consideration is the first step, but it's not enough on its own. Real change requires courage, compassion, engagement, dialogue, and



action. No single person, company, or government can solve the world's problems alone. But together, we can challenge the status quo, create solutions, and drive meaningful impact.

As humanity, we must go beyond rhetoric and understand what we are truly trying to achieve. Too often, we see aimless efforts, jumping from one failed initiative to another. Common sense is fading, freedoms and values are being lost—yet for what gain?

That's where Ideas-Shared comes in. It provides a framework where people from all walks of life—regardless of background, industry, or experience—can identify problems, share insights, and mobilise toward solutions.

The reality is clear: we either choose to come together and create a better future, or we allow division and inertia to dictate the course of history. The choice is ours.

How can you apply the 5C Advantage today? Start by identifying one area of your life—business, relationships, or personal growth—where the 5 C's can make a difference and use Ideas-Shared to set in motion activities to change the status quo for the better.

Ideas-Shared 5C Model

Our platform and methodology combine seamlessly, designed to cater to a global audience of all individuals (16+) and all organisations and all personal, professional, and societal eventualities.

This is why we have created the **12 Ambition Areas, 18 Activity Types, and 7-Step Process**, together forming a powerful model through which everyone has a voice and an ability to take action.

The **5C Advantage** is the key to progress. Keep learning, practicing, and improving—because life never stops until we take our last breath, where adversity and opportunity co-exist forever.

Apply the **5C Advantage** to your dealings and create your own path to success.

Start today. The 5C Advantage is yours to use—so take action, create impact, and shape a better future.

Hints & Tips for Success (Nice to Have Extra)

Life is complex, so to help, consider these helpful hints and tips:

1. **The Right People Matter** – The company you keep influences your thoughts, decisions, and trajectory.
 2. **Trust, But Verify** – Discernment is key to navigating opportunities and challenges.
 3. **Focus on the Task at Hand** – Multitasking is overrated; full attention leads to better results.
 4. **Start with a High-Level Plan** – A clear roadmap keeps you on track.
 5. **Just Start** – Overthinking leads to inaction; progress begins with the first step.
 6. **People React, So What?** – Educate those open to learning; ignore the rest.
 7. **Be Open and Honest** – Integrity builds trust and credibility.
 8. **Everyone is Equal** – Status means nothing; respect means everything.
 9. **Work on Your Plans Every Day** – Small progress compounds into big results.
 10. **Leverage Your Subconscious** – Your mind works even when you're not thinking.
 11. **Prioritize the Important Issues** – Focus on what truly moves the needle.
 12. **No Complaints, No Arguments, No Blame** – Stay solution-focused.
 13. **Resilience is Everything** – Adapt, learn, and keep moving forward.
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