Behaviour: Our Hidden Operating System

Discovering the unconscious patterns that drive our decisions and actions.

The Most Important Subject on Earth

We spend years studying maths, history, chemistry, and other subjects. Ideally, we'd spend more time studying entrepreneurship. But one thing's for sure: **we spend almost NO time learning how we actually work — aka behave.**

Human behaviour is the most important subject on Earth—and the most neglected. Think about it: every business success, every relationship, every breakthrough idea, every failure too, they all depend on human behaviour. And yet we treat it as if it's guesswork!

Whether you're leading a team, launching a startup, raising a child, or trying to stop procrastinating, your patterns are quietly running the show. Become aware of them and you hold the key to changing them if they are not serving you well!

Your Body's Hidden Software

Values

The things that are important to us. They drive us, keep us pushing when things are difficult, and are our hot buttons and triggers that release emotions.

Beliefs

The things we hold to be true. These can change. Think of how many beliefs shifted BC (Before Covid) versus AC (After Covid). But how often do we challenge our own beliefs?

Experiences

Every past success or setback leaves a trace that nudges our next choice. We can be creatures of habit repeating patterns believing the result will change.

Environment

Not just the physical space, but the cultural one too: the way things are done around here. We're all conforming to some degree.

As you're listening right now, your brain is firing off thousands of tiny, unconscious decisions. You're filtering what I say, judging whether you agree, even rehearsing what you might tell someone later. And here's the kicker: you don't notice any of it.

Introducing the Patterns

Notice what element you associate with in each of the following statements

Notice the aspects are you instinctively drawn towards. This will reveal some of your your behavioral patterns.

Once you start noticing those patterns, you can never un-notice them.

Convincer Strategy

01

One-Time

Believe after a single proof. Quick decision makers who trust initial evidence.

02

Multiple-Time

Need repeated proofs. Require several instances before being convinced.

03

Every-Time

Require proof on each occasion. Need consistent validation for every decision.
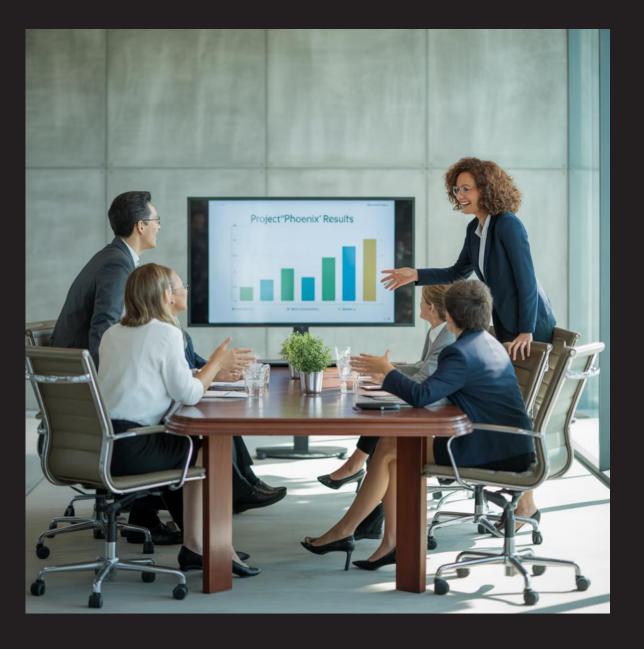
Internal vs. External Frame of Reference

Internal Frame

Look inside themselves and are motivated by their own purpose, vision, and internal map. An entrepreneur with an internal frame trusts their gut instincts.

External Frame

Need feedback and validation from others. Prefer market feedback, mentors, and external validation before making decisions.

Options vs. Procedures

Options Seekers

Prefer to explore many choices and possibilities. Love innovation and creative solutions. Deciding is the death of options.

Procedures Followers

Follow step-by-step processes. Interested in HOW, not why. Prefer operational consistency and structured approaches.

How do you approach putting together flat pack furniture (IKEA)? Start assembly by figuring it out from the parts, or lay out and check all parts first, reading all instructions then following them sequentially?

Matcher vs. Mismatcher

Matchers (Sameness)

Notice similarities and prefer harmony. Find comfort in routine, prefer what is already known, find ambiguity challenging. May not feel at ease with forced change, unlikely to be early adopters.

Mismatchers (Difference)

Spot differences and may challenge ideas. Seek out new experiences, like challenge of unexpected or unknown, feel discomfort in routine. May like change, likely to be early adopters.

When you have five minutes at the end of today—ask yourself "What am I noticing here at Ideas Fest?"
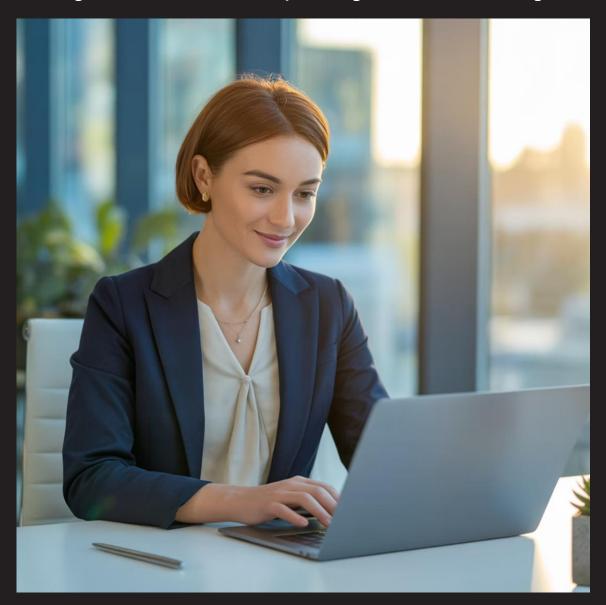
Possibility vs. Necessity

Possibility Driven

Driven by what's possible and seek opportunities. Push boundaries and explore new frontiers. Motivated by potential and vision.

Necessity Driven

Act out of necessity and focus on what's required. Prioritize practical problems and urgent needs. Motivated by solving immediate challenges.

In Time vs. Through Time

1 ── **In Time**

Fully immersed in the present moment. Focus on what is happening now and may lose track of time easily. Live in the moment.

2 ── **Through Time**

Very aware of the passage of time. Prefer structure, schedules, and plans. Organize time mentally and systematically.

Understanding the Code

These aren't personality tests. They're patterns. Codes that explain why you might clash or feel you're not on the same page with some people and click instantly with others.

Why your brilliant idea fell flat or didn't land with your team, why you or others displayed frustration or other emotional responses, or why you keep repeating the same habits.

Reflection Questions

Now you are aware of these patterns. Think about these questions:

1 **Where do these patterns serve you well?**

2 **Where do they not serve you well?**

What can you do differently?

3 **How will you know it's different?**

What is your epistemology/evidence?

4 **Think about challenging interactions**

How could you behave differently to deliver different outcomes?

5 **Where will you explore your patterns?**

And your response to the patterns of others?

Once you see these patterns in yourself, you see them everywhere: your cofounder, your team, your boss, your customers, your partner, your children, etc.

The Payoff: Energy & Transformation

Now imagine the possibilities.

As a Leader

Suddenly you understand why your top performer needs freedom while another thrives on structure.

In Negotiation

You recognize instantly whether the other person is avoiding pain or chasing gain, and you adapt.

At Home

You realize your partner/child isn't ignoring you, they're just wired to notice what's wrong before what's right.

This isn't theory. This is practical. Immediately usable. By now, you've already identified some of your own patterns. You've gained tools to read others ethically.

Transform Your Operating System

Human behaviour isn't random—it's patterned. And those patterns don't exist in a vacuum. They're shaped by your values, beliefs, experiences, and environment, the four forces that quietly write and update the script of your life.

Once you notice those forces, and once you see the patterns sitting on top of them, you unlock an entirely new lens. You can transform how you lead, how you connect, how you live.

> ✓ The most important relationship you'll ever have is with your own operating system. Understand that, and you can unlock your potential, and the potential of everyone around you.

The world doesn't change through technology or policy alone, it changes when humans do. And that starts with you, noticing the patterns, right now, in this moment.

Visit **EntrePleio** to learn more.