

# “Cash out” Economy or a crisis of Meaning?

*"At the right time, I will cash out. Hopefully very soon."*

This articulation is frequent enough to catch one's attention. It is more than noise.

Who do you suspect is using this?

Well, the "usual suspects" are start up founders. That, indeed. But the usage is more prevalent. We have heard this, for instance, from CEOs locked in with ESOP vesting schedules or even GenNext talking about their inheritance from family business. It is the same mindset that causes a surge of attrition right after Bonus payout annually in organizations.

People ascribe individual meaning to "Cashing out", but the common denominator for all stories is "Not Here". This is not where I am willing to devote the rest of my life and the best of my talent.

The obvious follow up question is "What next?" and the almost universal refrain, especially among leaders is "My own thing"... covering a gamut of options from pursuit of hobbies to the return to simple living or my own venture.

The Webster defines Cashing out as "Turning non Cash Assets to Cash". To Cash out only to run into a lack of Purpose is value destructive. Ask the first winner of the 5 crore kitty on KBC.

Only if Cashing Out kicks off the next wave of non cash asset creation ("My own thing") is it of meaning.

So what does it take to (re-)discover "My own thing"? It is an involved but intensely enjoyable process of removing years of conditioning to discover your own core of greatness, the best version ... the Purpose (Etymologically "Pro" - Forth, "Pose" - Put, what have you been put forth in the world for).

Get a coach, find a mentor, speak to your parents or spouse, self reflect but get to the core of meaning. Maybe you'll find it where you are!

Cash out / don't cash out... but find meaning!

