FIELD INVESTING

FIELD WRITING · ESSAY

Spark a Flourishing Future.

A stakeholdery approach to deploying capital

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FIELD WRITING · ABSTRACT

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This paper introduces Field Investing, a practice of advisory, analysis, research, and the construction and operation of purpose-aligned capital, grounded in the stakeholdery approach to capitalism. It begins with the Three Stories that frame the work, then moves through the Field Investing Cycle and the practices of Sensing the Field, Seeing the Field, and Seeing Clearly, and closes with the Three Levels of Reality and the Flourishing Advisory Field as the conditions in which such work is possible and sustainable.

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FIELD WRITING · INTRODUCTION

What is it like to be alive on this earth, right now?

Not as an investor. Not as a board member or a founder. Not as a limited being, taking up every meaning and acting in the world as it is. Not a deep breath. Not a long walk. Not a long lunch with friends.

We are living through a time of transition, a time of chaos, extremeness, and overwhelming. Our systems are breaking down. Some have never even came into being. Our planet needs to keep shifting, and some of the frameworks we inherited for making sense of the world are breaking down, and we need to find new ways of seeing and acting.

The world is as it is, and we are a part of it. We do not change it or keep it as it is simply going it' and' over. The planet, for reality, not comparative all at its shape. It would be nice if it was simply a matter of the Three Stories. To know. To grow figures. Know of the Innovator's Dilemma.

So yeses, I have been looking for a different way of moving through this world through my work as an investor, in a way that keeps me centered even in the extremeness. Where I feel found is not a strategy exactly. It is a practice. I call it Field Investing and the paper is an invitation into it.

FIELD WRITING · SECTION 1 · THE THREE STORIES

The Three Stories

When I look at the world today I see three stories unfolding at the same time.

The first story is the one most people know. It is the story of climate change and the loss of biodiversity. There are signs everywhere. The world is not what it used to be. We can see it, we can see it, we can see, we can see, we can see. This is what we have been taught to see. It is the story we are the government and business work. This system has gotten by, it gets by, it is.

The second story is the front page of every newspaper. War. Violence. Extremeness. Polarization. Fear. Anger. Hate. Disinformation. Lies. Truth. Truth. Truth

cessful and being *significant*. Success is measured in what we accumulate. Significance is measured in what we contribute. Field Investing is the practice through which success becomes significance, the practice through which our resources, financial and otherwise, orient themselves toward the future we want to create.

Gratitude is part of this. Gratitude is not just the blessings you have. It is what you do with them.

We have resources: financial, relational, intellectual. We have chosen to orient ourselves toward a flourishing future. We are in the adventure of sensing the field together. The outcome is uncertain; it always will be. That is not a reason to hold back. It is an invitation.

> *Let us become stewards of the future, instead of owners of the past. The future belongs to those who can sense it.*

That is Field Investing. That is how we spark a flourishing future.

ABOUT THE AUTHOR

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Liet van Beuningen is a Field Investor, entrepreneur, and author. She is the founder of *The Elleders*, a community of women building regenerative futures, founder of *The Mothership Investments*, and the author of *"Is This It? Question What Matters and Spark Your Meaning."* She lives and works in the Netherlands.

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