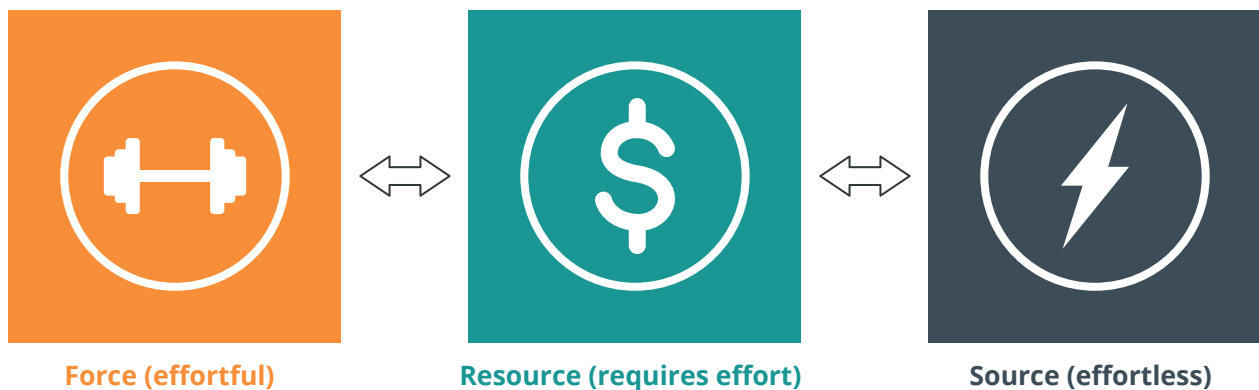



# Forcing vs Resourcing vs Sourcing


Optimizing what we focus on and how we manage our bandwidth (time, energy, and attention) is essential to sustaining and thriving in our personal and professional lives.


When overly focused on the what of life, we lose perspective on the who, how, and why of life. This also comes at significant costs to our energy. Achieving proper alignment is understanding what we are focused on, which projects we should work on ourselves, and what we should decline or outsource to other stakeholders.

To do this, we must develop the ability to recognize and differentiate when we are operating from from a place of forcing, sourcing, or resourcing.



 **Forcing:**  
 We lack perspective and get caught in the shoulds. We are heads down and using more energy grinding to move things forward. Things feel hard; they take more energy and effort than they should, and if used too often can lead to burnout. Values misaligned, heads down, pushing.

 **Resourcing:**  
 We recognize the effort required, believe in the actions (value aligned), and intentionally invest. We allocate resources (money, talent, capabilities) to move projects forward.

 **Sourcing:**  
 We are values-aligned and engaged in purposeful action. We experience feeling flow, alignment, and being in the right relationships. The right people with the right skills and right capacity are on the right projects at the right time.

# How to Harness Energy Sustainably

The same individual can leverage each of these states personally (i.e. in creative pursuits, fitness, and relationships) and professionally (managing your work or team members). To understand and differentiate, we encourage you to:

- Build awareness of where you are operating.
- Uncover what helps you create “sourcing energy.”
- Design life to engage more sources and less force.

## 1. Why Sourcing Matters:

**Congruence:** You feel more aligned and energized. Work doesn't feel like work.

**Zone of Genius:** You know your “best self” and intentionally choose to operate from that place.

**Productivity:** You increase the likelihood of getting into a flow and doing your best work.

**Regenerative:** Your energy is renewing and refilling (better than sustainable).

**Sustainability:** Overtime and with attention, you spend more time engaging at your best and with like-minded individuals.

*Achieve MORE desired outcomes by paying attention to “how” you do something.*

## 2. Where You Access Your Energy:

What does it look like	Forcing	Resourcing	Sourcing
<b>Mindset</b>	My will	My will through others	Thy will
<b>Activation</b>	Must do	Should /Have to do	Get to do
<b>Mentally</b>	Mind over matter	Outsourcing to others	Blocking time and letting go
<b>Physically</b>	Pushing yourself to the edge	Engaging support	Setting boundaries and trusting
<b>Emotionally</b>	Overcompensating	Establishing boundaries and asking for help	Energizing and powerful allowing for help and support
<b>Spiritually</b>	+No faith	Lending your beliefs to another	Trust in the process

## What Drives Our Energetic Patterns:

### Causes of Forcing

Outcomes-focused, leverages will power to make things happen. Forcing comes with high energy and high focus.

Risks: Presumes that execution is a function of the right intensity, effort, and drive.

### Causes of Resourcing

Strategically applies resources such as time, money, and talent to a project or goal. Resourcing comes with a certain level of detachment, less effort, and energy or focus. You can focus with less effort, which in turn frees us up to get perspective and focus on the bigger picture.

Risks: Inequity (those with money/power can overpower), misusing time/energy

### Causes of Sourcing:

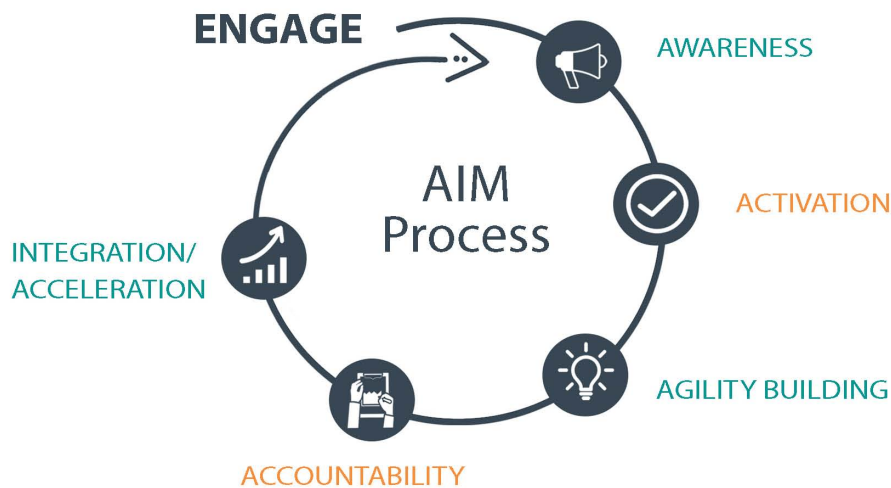
Acting in alignment with your highest intentions. You trust your intuition and listen deeply (inward, outward, and through others). You use energy and natural talents to be more integrated and sustainable. Your actions feel powerful, aligned, and impactful.

**Risks:** Uncertainty. Cannot guarantee results or a timeline. Requires surrender, and authenticity and creativity. There are costs to driving results this way.

## Energy Patterns at Work:

	Forcing	Resourcing	Sourcing
<b>Individual Contributor</b>	Should, have to opt-in	Setting up support, allowing for help	Deepen self-awareness listening in a new, different, deeper way
<b>Team</b>	Overmanaging the process	Define outcomes, clarify expectations, and engage resources	Trusting process and team to deliver
<b>Org /Systems</b>	Positional power results at a cost	Consensus building transaction	Inspiring change sustainable and captivating
<b>Culture</b>	Hierarchy	Incentives	Mutuality

## Ideas into Action



### AWARENESS:

- Notice where you engage from Forcing, Resourcing, and Sourcing. How do you experience each differently? What drives you? What can you learn?
- Create an Energy: Over one week, where are you spending your time? How are you engaged? Why?
- What is the primary vs. secondary impact of this energy source?

### ACTIVATION:

- What small shifts put you more into Sourcing?
- Energetic activation- What can you shift from should do to get to do?
- What is in your circle of control?

### AGILITY BUILDING:

- Bring awareness to other realms (to home, to teams).
- Map your energy: how does Sourcing, Resourcing, vs Forcing impact your well-being, relationships, and stress levels?
- What structural shift supports you dedicating more time to Sourcing?

### ACCOUNTABILITY:

- Explore how your energy shifts to sourcing impacts others.

### INTEGRATION/ACCELERATION:

- Re-apply found energy into deepening awareness.
- Align life to spend more time in the right relationships.
- Examine how relationships, productivity, and impact change based on your energetic source.

### REMEMBER

Most of us operate from each state – Forcing, Resourcing, Sourcing. The more we can refine, realign, and redesign our lives to access Sourcing, the more fulfilled, energized, impactful, and aligned we will be.

Understanding your energetic patterns is complex, abstract, and life changing. It can be challenging to see yourself. AIM has the tools and resources to make this easier, faster, and more inspiring. Learn more by emailing [info@aimleadership.com](mailto:info@aimleadership.com) To set up a time to speak with the AIM Leadership team. To learn more, visit [aimleadership.com](http://aimleadership.com)