

# Editorial

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## Etruscans and Phoenicians

About 2,500 years ago, two civilizations sailed around the Mediterranean, and one did much better than the other.

None of them had GPS nor a clear picture of their journeys.

The Etruscans navigated by following the natural features of coastlines, staying close to the shore, and looking for known landmarks. That reassured them that they were on the right path. When facing a storm, they stopped and waited for it to pass. Pirates knew their routes, which did not end well for the Etruscans. Although they managed to travel, they tended to stick to their known paths. They became known for their pottery.

On the contrary, the Phoenicians not only used information from the coastline but they also learned to use the stars (particularly the Pole Star of the Ursa Minor); they read the winds, the currents and the position of the sun. This allowed them to make decisions to reroute, avoid bad weather, pirates or difficult to navigate areas. The Phoenicians could let go of the known landmarks and not only make it to their destinations but also, most importantly, discover new territories.

Today, we can try to repeat what worked before, copy what others do or blindly apply conceptual models given by others, or we can let go and navigate by learning to read the environment. Although you might feel more uncomfortable, this might be a better way to navigate uncharted territories and even discover new places.

How will your organization choose to navigate the next few years?

Warm regards and enjoy the reading of this amazing issue of SHR.

Javier

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