

How Many Edges Does a Curve Have? Leading Each Curve from the Inside Out with Purpose and Presence

“If you don’t know where you are going, any road will take you there.”

– *Alice in Wonderland*

At the beginning of the journey, this phrase feels like a warning. Later, it sounds like a mirror. Because in the end, what determines whether a curve becomes a path or a trap is what moves us: fear or purpose.

Charles Handy taught us that the Second Curve begins before the first one ends.

But what happens when change is not a challenge, but a constant?

When the real risk is not resisting transformation, but changing all the time without knowing who we are?

In this essay, I propose an expansion of Handy’s metaphor, because not everyone lives a single curve.

Some of us inhabit **multi-curves**; creative successions of deep reinvention.

The real challenge, in this case, is not to change, but to discern **when to stay**.

As Peter Drucker wrote in The Age of Discontinuity, “The greatest danger in times of turbulence is not the turbulence, it is to act with yesterday’s logic.”

This idea resonates with Handy’s original insight: we must anticipate change not when things fall apart, but while they still look solid and successful. That’s what makes both metaphors so powerful in a world of constant evolution.

Moreover, who dares to let go of stability while it is still standing?

Who has the courage to let go of a branch without seeing the next one?

We live in a society that idolizes the new, but fears real transformation.

Change has become a commodity, a shiny LinkedIn banner, but in essence, it’s still a deeply psychological process.

Freud stated clearly: “we resist what confronts us within”, and nothing challenges us more than the gap between who we are and who we could yet become.

This isn’t just true for individuals, it’s even more brutal in business.

Companies that ignore the lifecycle of their products or the speed of new technologies get swallowed by startups born on the next curve.

Blockbuster didn’t die from lack of customers, it died from excess attachment, and the same happens in careers.

Culturally, it shows up as *collective restlessness*.

The hustle culture taught us to never stop, but it never taught us **why** we should keep going. Carol Dweck's *Mindset* tells us that a growth mindset is the key to success. I would add: growing without purpose inflates the ego but empties the soul.

The Second Curve is not just about change, it's about **what moves** that change. As Jung once said, "*Until you make the unconscious conscious, it will direct your life and you will call it fate.*" This metaphor is powerful because, at its core, it speaks about **time**. Not clock-time, but **inner time**. And the time of the Second Curve is almost always invisible: when we feel too good to change, that is often when we should.

Letting go of something comfortable takes courage, but so does staying. My natural pattern of being has never been attachment, it has always been reinvention.

Change always came easy to me. What was hard was learning how to stay. While many resist change, I had to resist the urge to change all the time. Every time a project grew and developed, I found myself already dreaming of the next. Not out of dissatisfaction, but from a constant hunger for evolution, new forms, fresh beginnings. My Second Curve, perhaps for the first time, is precisely this: **Learning to stay before I move on.**

Creative restlessness can be a blessing, or sabotage. For those with an enlightened mind, the world is a field of endless possibilities.

At every moment, an idea calls, a solution appears, a "what if?" echoes like a symphony of potential. But when every curve looks promising, the real risk is: **never living one fully.**

That's when I began to see a new pattern emerge, not a linear cycle, but a living overlap. An inner system where staying, leaving, and creating happen together, in distinct rhythms. The curves don't follow a sequence. They intertwine, dance, blur. Not all of them end, not all of them need to.

Perhaps this is the essence of the multi-curve: Not a line of reinventions, but an organic web of simultaneous transformations.

And living in that system demands something I was never taught: **discernment.**

Discernment to tell what is purpose, and what is ego dressed up as progress.
To feel the difference between intuition and anxiety pretending to be vision.
To notice whether a drive to grow is really growth, or just fear of going deeper.

The multi-curve is the natural habitat of restless, visionary minds.
But it comes with a cost: the illusion of speed that kills depth.

Jumping from one idea to another may keep the body moving, but leaves the soul unfed.

That's why, more than knowing how to innovate, we must learn how to stay.
Not out of an act of fear, but as a **mature choice**.

The multi-curve does not contradict the Second Curve, it **expands** it.
It shows us that for some of us, the challenge is not changing, but **being fully present in every curve we choose to live**.

Steve Jobs once said, "Focus is saying no to a thousand things."
Apple stands as a rare example of creative depth: While other companies rushed to launch dozens of products per year, Jobs insisted on staying in each curve until it fully bloomed, even if that meant delays, criticism, or internal disruption. The iPhone, the iPod, and the Mac weren't just brilliant ideas, they were fruits harvested after staying long enough in the discomfort of development.

On the other hand, companies like Quibi (a streaming platform) poured billions into an idea which was launched too fast, validated more by hype than by real listening.
The result? a 2 billion dollar failure in under six months.

Not every creative spark is real intuition.
Not every idea that excites your heart deserves a place in the world.
Some are just echoes of a restless ego.
Others are quiet calls from the soul.
And knowing the difference, that's the true art of curve-living.

Depth doesn't come from the number of ideas you generate.
It comes from the courage to stay with one long enough to make it real.

I learned this the hard way: trying to build everything at once, running from routine like it was a flaw, confusing urgency with truth. It took breaking some cycles to understand:
Discernment doesn't come from a fast mind, it comes from presence.

It emerges from the body that feels, from the silence between idea and execution, from an inner clock that does not obey the world's.

When I think of real courage, I don't think of tech breakthroughs or early goals.
I think of Joan of Arc. A girl, guided by voices no one else could hear, but who believed with her entire being.
She didn't wait for the world to understand.
She acted with faith in what was still invisible.

To me, that's courage: Listening to the unseen and obeying it with firmness.

Joan didn't follow logical plans. She followed her purpose! And that's what I seek in my own curves: **Not the next big idea, but the next true calling.**

Today I know that **purpose is what organizes the chaos of curves.**

It is the invisible compass that holds an idea steadfast once the novelty has faded.

It is the filter that distinguishes true intuition from performance disguised as depth.

As Viktor Frankl wrote, "Life is never made unbearable by circumstances, but only by lack of meaning and purpose."

I carry that quote, and Joan's example, as a reminder every time a bright new idea tries to blind me. It was the same compass that guided me in creating Lumus Biotech, my first biotech MVP.

That curve didn't demand speed.

It called me through integrity.

And that's how I recognized purpose, not because it pushed me, but because it asked for presence.

On the other hand, I've lived the opposite.

I've walked away from ideas the moment they left euphoria and entered routine.

I've worn the mask of innovation when, deep down, I was just impatient with the pace of building something real. In that rush, I left seeds without roots.

That's why, today, the most honest question I can ask myself is:

Does this urge to change come from my purpose, or from my impatience?

When it's purpose, the idea arrives with clarity, calm and consistency.

It moves with me, not against me.

When it's impatience, it comes with noise, disconnection, empty urgency.

Everything feels too small and too slow, but the problem is not out there. It's within.

Navigating curves well requires more than creativity.

It demands **emotional discipline.**

Discipline not to run away from the discomfort that comes before blooming.

Discipline not to sabotage the curve just because it has gone quiet.

Discipline not to confuse enthusiasm with a detour from purpose.

Simon Sinek wrote, "People don't buy what you do, they buy why you do it."

That logic applies not just to business, but to life. Because the future doesn't belong to those who create, launch or shine the most, it belongs to those who listen the best.

And true listening requires something rare: **being fully present in the now.**

Not every change begins with courage.

Sometimes it begins with discomfort, an idea that loses its shine, a routine that starts to suffocate, or a silence that grows from within. It was in the 'between my curves' that I learned: There is no good answer without an honest question. And if you don't yet have a clear purpose or direction, then maybe your next goal is simply to find one, or at least find the questions that reconnect you with what is true.

Peter Drucker taught that self-knowledge is the foundation of effectiveness, that we can only position ourselves in the world when we understand our values, strengths, and way of contributing. The questions I shall share next are my way of turning that insight into emotional and practical self-leadership.

1. Does what moves me today still make sense for who I'm becoming?

This question is a mirror. It reflects what no longer fits, even if we try to keep it polished on the shelf of our lives.

It demands the courage to part with what was once right but is no longer true.

Answering it might hurt. But that pain makes room for someone new, someone more aligned with who you're meant to become.

2. Is this curve still teaching me, or is it just keeping me safe?

Every curve begins as a challenge, but over time it can turn into comfort.

And too much comfort puts us to sleep. This question calls for honest listening:

Do I still light up for this, or am I just too tired to change?

It helps you avoid dying inside while still alive, to stop moving on autopilot, to not continue just because you started, and not to stay only because starting over feels harder.

3. If I had complete freedom, what would I create, change or leave behind now?

This question turns down the noise of the outside world.

It silences the boss, the parents, the algorithms, the career plan, and leaves you alone with yourself. If the answer touches you, that's your path.

If it makes you nervous, that's probably what's waiting to be born.

4. Have I harvested what this curve had to offer?

This question concerns maturity.

Starting is easy, staying is rare. Some of my best ideas almost never blossomed, not

because they lacked value, but because I left too early.

This question teaches us to honor timing, to stop jumping from soil to soil without taking root. Because true impact only comes when we stay long enough to turn intention into reality.

5. Is my body at peace, or trying to escape?

The body knows before the mind. The days I wake up bloated, tense, restless for no reason, usually reveal what I haven't yet put into words:

Am I honoring my rhythm, or betraying it to look productive?

As Gabor Maté reminds us, "The body is the first to know when our path has lost its meaning."

To listen to the body is to hear the soul, with more honesty.

6. Am I creating with discipline, or just with chaos dressed as freedom?

Too much creativity without focus becomes self-sabotage, or worse, anxiety.

I now work in sprints, monthly epics, short cycles, not because I'm naturally methodical, but because I have learned that creative freedom only blooms within a structure. As *Leonardo da Vinci* said, "*Simplicity is the ultimate sophistication.*"

In my case, that sophistication came when I realized that doing too much, all at once, was just fear of committing to something deeper.

7. Does this curve still nourish me, or just hold me in place?

Maybe this is the most subtle question, and hardest, of all.

Because what holds us can often look like stability, or love, or gratitude, or fear.

It's when something still stands, but no longer feeds you.

When everything seems right, but your soul no longer expands within it.

Some curves hold you sweetly and gently, with praise, comfort, familiarity.

But if you stay too long, they begin to whisper restlessly.

This question doesn't shout, it **whispers**.

And you can only hear it when you're brave enough to admit:

Sometimes, what felt like home, has become a cage.

It reminds us that staying is not always loyalty. Sometimes, staying is what keeps you from arriving where you truly belong.

These questions weren't born from theory.

They come from practice, from the daily effort to **lead myself**, so I can serve others with more presence, purpose and truth.

“If you don’t know where you’re going, any road will take you there.” (Alice)

At the beginning of a journey, this quote sounds like a warning.

Later, it becomes a mirror. Because those who live between curves don’t just need motion, they need direction. After living through many, I’ve come to see that each one is an invitation to deeper awareness.

These questions aren’t here to tell you what to do, but to offer something more valuable: the chance to choose with presence, not pressure, revealing, piece by piece, the invisible map that links each decision to the version of yourself that you are becoming.

As Peter Drucker wrote, “Managing oneself precedes managing others.”

It was through this process that I began to see all of this not just as a philosophy of personal reinvention, but as a model of leadership. Because if it has worked for me, it may also work for teams and organizations too. Not only the courage to change, but also the courage to stay. Satya Nadella transformed Microsoft by listening longer, proving that sometimes, the next curve begins in culture, not code.

Patagonia’s shift from business to activism is another example of organizational multicurving, a reinvention led not by markets, but by inner conviction.

That’s why I see this model, grounded in discernment, presence, and inner timing, as something that applies to individuals and systems alike.

As Drucker reminded us, leadership is responsibility, not charisma.

And multi-curves demand exactly that: clarity, presence, and the courage to stay until it blooms.

It all still begins with the individual, the leader who inspires by example.

Because change starts in life, and it pulses in the “in-between”:

Between the idea and the execution.

Between the peak and the end.

Between the leaving and the staying.

To live within multi-curves requires more than courage, it demands presence.

Only those who are truly present can hear, the exact moment a curve is completed, and only those aligned with their purpose can turn intuition into direction.

In the end, maybe a curve has as many edges as are needed to remind us:

It’s not about where it ends, but how we move through it.

Because living between curves is, above all, learning to inhabit the in-between, **that delicate space where the choices that shape who we are (and who we become) are born.**

Final Dedication – A Letter of Gratitude to Handy

To Mr. Charles Handy,

you who taught me that wisdom lies in initiating change before it imposes itself, and who, unknowingly, also inspired me to see that for some, change is not the exception, it is our language. This essay was born from the encounter between your metaphor and my lived reality. From a mind that learned to live through multiple curves, not to escape, but to bloom within each one. May this reflection reach you as a dialogue between generations.

And may it inspire young creators, leaders, and dreamers to live not just curves of success, but curves of purpose, with soul and with direction.