

NEW SENSIBILITIES: THE CHANGE OF CAPITAL

“The man we got ten or fifteen years ago was out to find the facts; the men we get today are out to find themselves”

- Peter Drucker

I. THE LAW OF THE HEART

When I said to my mom that I wanted to be an artist, she supported me. That is an easy choice for me. It looks right. However, it was a difficult moment. Everyone does the question: but you have other plans, right? No, I did not have other plans. I wanted to follow my dreams. I didn't think about money, being rich or famous. I felt I would do what I love for the rest of my life. Be actress. Be writer. Be artist. But how can I turn this into a career?

That's the point of the question. How can I earn money with what I love to do? Some years ago, an academic degree looks to be enough to guarantee good work and worthy life. However, currently, the world has changed and has become more complex. It's essential to adapt to this situation. You can't choose a career waiting for a specific lifestyle. It's difficult to trust this. So, what is the solution? To be honest, I don't know.

For me, it's an important choice with the heart. With passion. In 2019, I entered the university and started to study Performing Arts. In the next year, I received a research initiation grant on the university's Nucleus for the Study of Memory. It's a practice research activity. I decided to research the artist Antonin Artaud. According to him, it's necessary to follow the law of the heart¹. That's law constitutes a space where scientific or rational thinking is not enough for professional activity. The law of the heart is a guide – or, as I prefer to understand, a feeling, intuition – where the soul can find answers about yourself.

In 1971, Peter Drucker wrote an essay *This Romantic Generation*². At this moment, Drucker already predicted a change in the next generation's conduct. A change of mood of thinking, see the word and relationships. Including economic aspects and work relationships. In 1989, Drucker proposed the key to this change is the fact to the true capital is, now, the knowledge. A human difference in the Age of Automation is the ability to convert information into knowledge³. Ways to communicate concepts and generate social, economic, and political impacts. It's about a new moment in the economy. Something capable of passing the limit of the capital and obtaining, too, a symbolic meaning. A way to understand yourself and create the desire to learn something else. It's understanding a little about us and the other. It's developing skills, passions, and talents, rather than trying to correct our weaknesses.

¹ WEILLER, Claudio. **Escritos de Antonin Artaud**. Porto Alegre: L&PM Editores Ltda, 1983. Coleção Rebeldes e Malditos, v.5. p. 27.

² DRUCKER, Peter. *This Romantic Generation*. In: DRUCKER, Peter. **Men, Ideas & Politics**. New York: Harper & Row, 1971. p. 93-104.

³ DRUCKER, Peter. *The Shifting Knowledge Base*. In: DRUCKER, Peter. **The New Realities**. New York: Routledge, 2011. p. 224.

A COVID-19 pandemic served as a marker of this change process in the 21st century. It was the moment to search for new ways to keep the world working, even in the face of such an adverse occasion. While the traditional professional model comes to collapse, it's necessary to search for new solutions. It's about moving on. The online world transformed into a place to develop activities. Everything began to work in another form. Adaptability has never been more important.

You only understand the importance of this change until it comes to you. Drucker observe this event since 1970. According to him, "will be great changes we can be certain – but how and when we cannot even guess so far"⁴. The moment is today. From the moment a new generation emerges that begins to understand these changes, that sees work as a way of adding value to what we have as a society, traditional work models stop making sense. Work to convert into more than just another means of survival or just an obligation. It becomes a means to catch up with what you desire. To think and recognize that my professional self is not something displaced from what I am as a subject.

When Artaud purpose the law of the heart, he does not imagine only an abstract concept talking about intuition. He purposes a model of society that deviates from a pattern that makes human actions automatic⁵. Born, grow, work, build a family and die. Life can't be only that. The logic of knowledge transmission is a way of moving forward, until death. Despite the abstract ideal of Artaud's ideas, they show this need for change in the job market for this new generation – more curious and creative. Eager to embrace all that the world can offer.

Also, it became more difficult not to recognize the importance of the creative sector in this new model that you currently have. At a time when people stopped looking only for professional accomplishment and started to aim for personal evolution, art and culture became keys to this way of self-knowledge. You begin to add value to personal accomplishment, emotions, and purpose. In this sense, you need products and services that embrace this need. After all, "the world has changed, and the moment we are living now is the moment to make things happen"⁶. This is the moment when the passion economy takes over.

II. PASSION ECONOMY

To begin with, it is important to think about what passion means. According to Cambridge Dictionary, passion is "a very powerful feeling, for example of sexual attraction, love, hate, anger, or other emotion"⁷. If you consider passion for something, you can say passion is "an extreme interest in or wish for doing something, such as a hobby, activity, etc."⁸. In this case, the passion economy would be a new moment in the economy that brings knowledge and personal skills as central objects. "Knowledge is information that changes something or somebody"⁹. It's not about doing something, but

⁴ Ibid. p. 249.

⁵ WEILLER, Claudio, op. cit.

⁶ PIMENTA, Marcelo. O que é economia da paixão?. **Marcelo Pimenta**, March 2021. Accessed May 24, 2022. From: <https://marcelo.pimenta.com.br/o-que-e-economia-da-paixao/>.

⁷ Cambridge University Press. (n.d.). **Passion**. In: Cambridge dictionary. Accessed May 25, 2022. From: <https://dictionary.cambridge.org/pt/dicionario/ingles/passion>.

⁸ Ibid.

⁹ DRUCKER, Peter, The New Realities, op. cit., p. 242.

how to do something. This moment considers professional skills, but also what is most exceptional in an individual.

Of course, all this seems abstract. Work with passion, emotions, and personal skills. It is complex and demands a greater sensitivity than we are used to. In a dualistic world, personal and professional have always been distant poles in the economic universe. In the passion economy, this model collapses. In the new century, personal skills leverage professional skills. The trajectory, the memory and the identity are fundamental in the forwarding and construction of projects. According to Gilberto Velho, an important Brazilian anthropologist, memory is what gives consistency to our identity¹⁰. She is responsible for bringing an organized perspective of our trajectory. It is through this that you can assign meaning to life and our actions. In this way, you can direct the production of projects. This does not mean, however, that memory, identity, or project will be rigid elements. On the contrary, it is a flexible and dynamic relationship. In this way, the project is an instrument for negotiating reality with other subjects. A space to “articulate interests, goals, feelings and aspirations for the world”¹¹ in a field of possibilities.

Based on Gilberto Velho, it becomes possible to better understand a point that is central to understanding the economy of passion: the value of the trajectory. It's no wonder that TED Talks has become an inspiring company today with almost 35 million subscribers to its YouTube channel. In this new moment, you were launched into a reality where the appreciation of sensitivities is on the rise. Knowing the alternative trajectories, those that are beyond the canon and the big media, became a way of bringing new reflections to the surface. A way of “bringing the essence of each idea objectively and with the intention of being applicable in everyday life”¹². The trajectory, so, becomes a trigger for value production in the Age of Passion Economy. A way to create new possibilities through the union of passion and skill.

III. MAKING THE DIFFERENCE BY BEING YOURSELF

The first step to living in this new moment is self-knowledge. This is the basis of professional practice – and life as a whole – in this period governed by the economy of passion. When you gain knowledge about who you are and what you want, you can find the right way for yourself.

Some will argue that hobbies or passions are not work. Really, they are not. But they can be. About 10 years ago, you were not able to predict the market for digital influencers. It might even seem like a joke to consider that there would be a professional whose job is to spread a lifestyle and create strategies to influence other people through social networks. About 20 years ago, thinking about a video sharing platform seemed like a long way off, and today you have YouTube. All this came from passions. Desire to change the world and create value for those around us. You need to bring out a feeling capable of changing your reality and articulating it to what you want.

However, you still must think about the question of how can you manage to have a career that centres on what you love? Converting this amount into capital is a real

¹⁰ VELHO, Gilberto. Memória, identidade e projeto. *In*: VELHO, Gilberto. **Projeto e metamorfose**. Rio de Janeiro: Zahar, 1994. p. 101.

¹¹ *Ibid.*, p. 103.

¹² MUNHOZ, Júlia Vidigal. **TEDx: conheça a proposta desse modelo de conferências**. *In*: MobLee. Accessed May 20, 2022. From: <https://www.moblee.com.br/blog/tedx-modelo-de-conferencias/>.

challenge and there is not ready-made recipe for it. Some will be billionaires from their passions and others will have an ordinary life. It is not, however, about producing a great company or creating something revolutionary. Not all of us will be the next Steve Jobs, Bill Gates or Mark Zuckerberg. Even so, it is still possible to be extraordinary and make a difference in your community. Money is important in the world you live in. But living in the Age of Passion Economy isn't about who's going to be the next billionaire. Sometimes you are so concerned with looking for riches that you forget that the true essence of the passion economy is the value of experience and the particularities applied in your professional activity. It's about being able to affect a community while being affected by it. It's looking for the process, before having the result as a goal.

Throughout my research, my attention is captured by alternative narratives. In my current scientific initiation project, I work with the trajectory of three women who, each in her own way, made a difference within my university. Joana Brandão, Fanny Tabak and Cleonice Berardinelli. One cleaning worker, and two academics. One of them is also a feminist activist. Different women, but who captured in their daily actions the passion to be the difference they wanted to see in the world. The production of value is something that is beyond its capitalist character. In researching these women, I discovered the power of their choices and attitudes. And that power inspires me every day. You can learn anything. You can always seek to be better. However, the only thing that can make a difference in our work is the way we relate to each other and to what we do.

IV. CONCLUSION

When you think about the Passion Economy, it seems like an abstract and far concept. Follow intuitions, recognize skills, search for self-knowledge, be creative and create value. The practice of this new economic model is complex and does not have a map that takes us to the place we want. It's about being able to reflect on how you – and what makes you unique – can produce a way to inspire and support the lives of those around you. You all have unique abilities, and because of that, it no longer makes sense to have the Fordist model of the assembly line as a mindset. Drucker puts this into evidence by saying that “the assembly line was a short-term compromise. Despite its tremendous productivity, it was poor economics because of its inflexibility, poor use of human resources, even poor engineering”¹³.

Living in the Age of Passion Economy also means to deal with the difficulty of thinking about your identity alongside the professional choices you will have to make. All this before you have the necessary maturity. When you're in school and you're asked what you want to be when you grow up, the imagination runs wild, and you can be anything. But you grow up, and the answers change. You realize that it is a choice that requires maturity and responsibility. You have the freedom to choose. However, if there is no pre-defined way to follow, the possibilities become scary. After all, choosing is not only selecting but also excluding. Searching for the right way, especially when you are young, is scary. You don't know what is right. Sometimes you don't even know what it means to choose a way. In the last few years, since I chose to be an artist, I have been thinking a lot about these questions. About my passions, about my ways. To be honest, I don't have an answer to most of my questions. I'm still thinking about my future and I'm

¹³ DRUCKER, Peter, *The New Realities*, op. cit., p. 217.

still trying to find out who I am. It's okay not to know. That the greatest feature that the idea of the passion economy brought was the possibility of making knowledge the main way of creating ways to change the world based on the abilities of each one.

I know that at my age, my grandparents or my mother needed to work before they found out what they wanted to be. Making money to support a family. I, on the other hand, can get to know myself before that. Before thinking about being an adult and living in the world of adults, I can make mistakes, search for other ways, and live what makes me happy. I can use my voice to grow, stimulate my passions and search to be what I want. Reflecting on these, I think that tomorrow's leaders are not born, they are forged. Created from the stimuli they receive and the passions they cultivate. They acquire a voice from what their trajectory brings them. They can put their passion as a purpose and encourage other people to search for the ways. This is how it becomes possible to create desirable futures. Aim for financial results, as well as cultural and social ones. A way of being present in this new moment of the economy and having the possibility to reassess what makes sense and, even more, having the opportunity to imagine this present in favour of a future. After all, how much is your time and your self-worth?