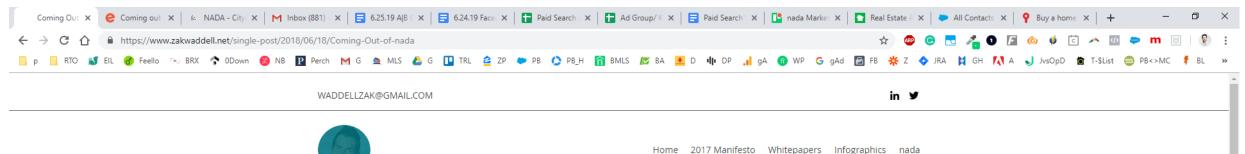


https://www.zakwaddell.net/single-post/2018/06/18/Coming-Out-of-nada



Coming Out of nada June 18, 2018 | Zak Waddell



For those of you that tolerated my writings over the last two years (zakwaddell.com & merchantmonks.co) understand my fascination with the "future of work". I don't claim to be some deeply inspired futurist, budding journalist or closet revolutionary. I just find it helpful to grapple with important topics in plain sight.

One of the most difficult topics to discuss publicly is loss...job loss. It hit

me this week. I can't say it was unexpected or even unwelcomed. My wife knew it was coming. My 9-month old doesn't understand. But it's safe to say I don't either.

Why do we expect companies to grow in perpetuity? As if the laws of nature don't apply. For years now, I have been exploring a better way. Not something invented through the alchemy of words or logic, but by turning an outward ear to the collective voice of humanity. What first was a faint whisper is now a resounding chant, "Business must be more than profit...more than growth!"

As my colleague, John Green and I embark on nada, a Dallas-based real estate startup, we felt compelled to more. In defining the identity of our business beyond profit and growth, we arrived at the following:





nada short story

September 24, 2018



nada...a metamodern expression September 22, 2018



a whitepaper on nada

September 22, 2018

Archive

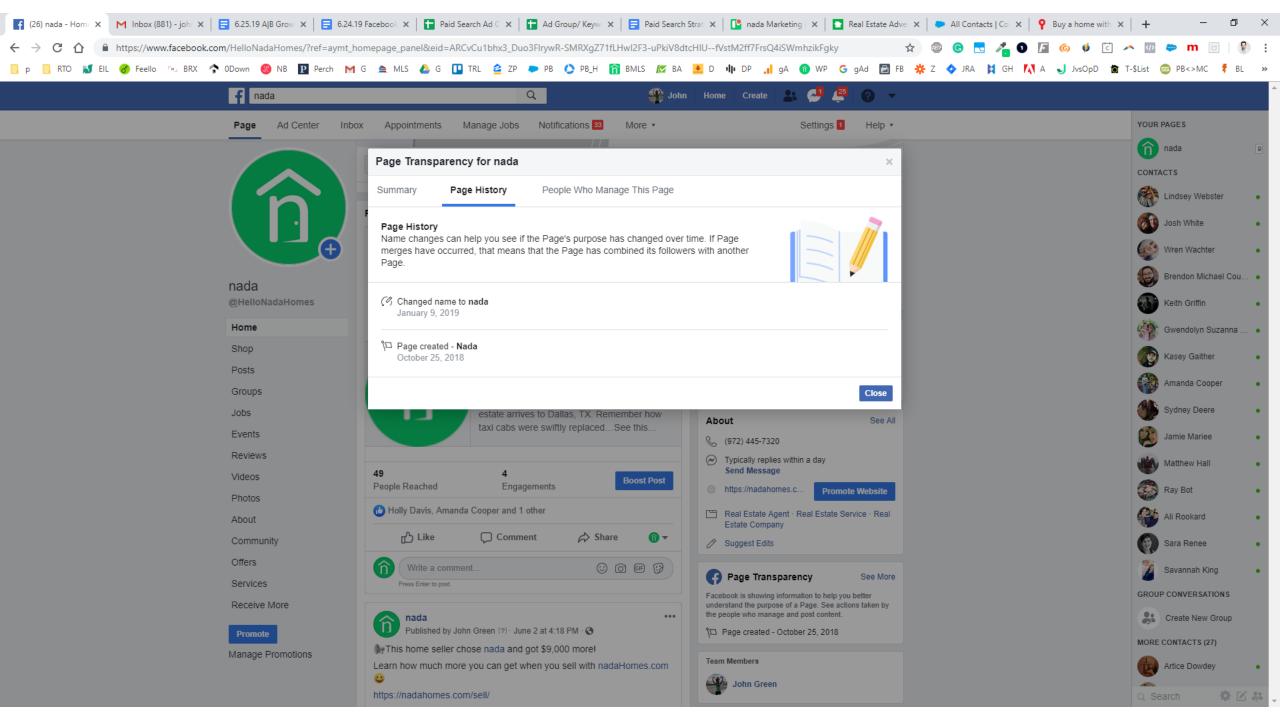
September 2018

June 2018

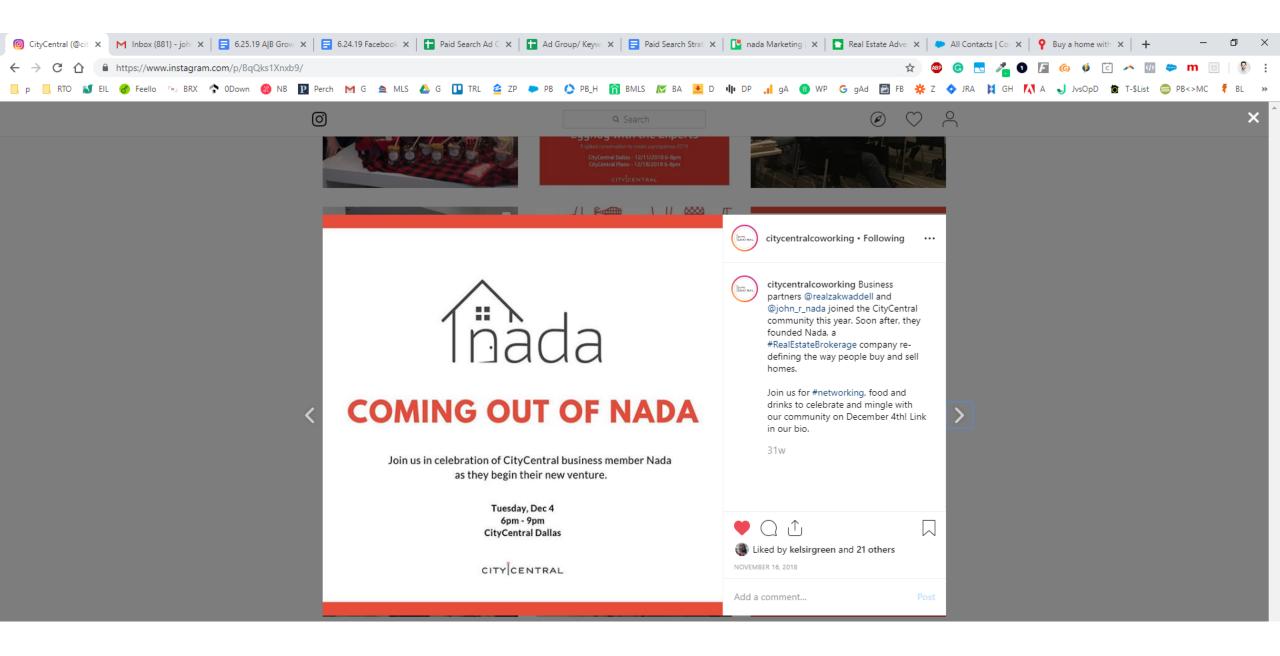
May 2018

December 2017

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https://www.instagram.com/p/BqQks1Xnxb9/



https://www.eventbrite.com/e/coming-out-of-nada-tickets-52642348682?aff=ebopdstevensi

