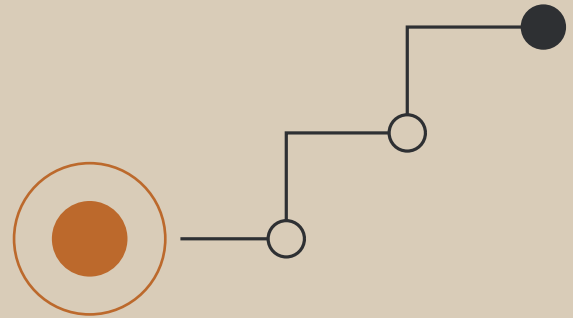


REALSME

PHILOSOPHY



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The REALSME Method

A Human-Centred Method for Building Better Businesses

Version 1.0

realsme.org · The Why Layer of the REALSME ecosystem

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About this document

This is the sixth of seven documents in the REALSME Philosophy Library. Where the Philosophy explains what REALSME believes, the Method explains how REALSME works: beginning with the person, listening before diagnosing, allowing reflection before due diligence, understanding the economic role, building a profile, connecting the ecosystem and applying the appropriate pathway — until the business no longer depends on REALSME.

Version 1.0 · Estimated reading time 12 minutes

INTRODUCTION

Introduction

The REALSME Method is the practical implementation of the REALSME Philosophy.

The Philosophy explains what we believe.

The Method explains how we work.

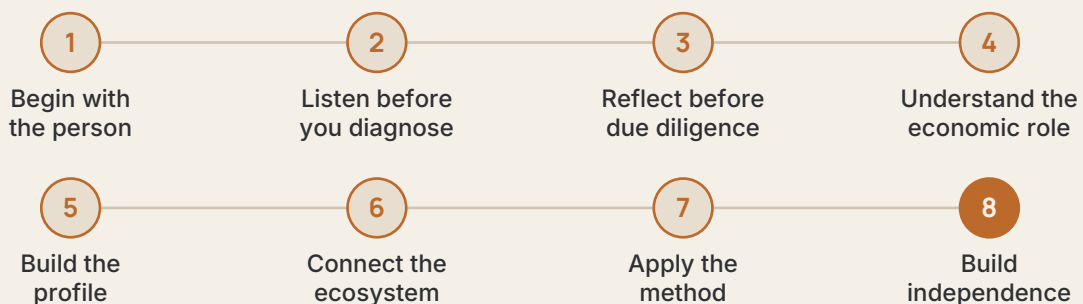
Unlike traditional consulting methodologies, the REALSME Method does not begin with financial statements, business plans or valuation reports.

It begins with people.

REALSME believes every business reflects the thinking, values and decisions of the people who build it. To strengthen a business, we must first understand the people behind it.

The objective of the REALSME Method is therefore not merely to solve business problems. Its purpose is to help people build businesses that become resilient, responsible and self-sustaining.

THE METHOD AT A GLANCE



CHAPTER 1

Every Business Begins With A Person

Every entrepreneur has a story.
Every business has a history.
Every challenge has a context.

REALSME believes meaningful business advice cannot be given without first understanding the individual.

Before analysing numbers, we seek to understand aspirations.

Before discussing strategy, we seek to understand circumstances.

Before recommending solutions, we seek to understand people.

Business is ultimately a human activity.

CHAPTER 2

Listen Before You Diagnose

The first meeting is not a consulting session. It is a listening session.

Our responsibility is to understand before attempting to solve. During the first interaction we:

- Listen without interruption.
- Record facts without judgement.
- Understand aspirations.
- Understand present challenges.
- Observe behaviour and communication.
- Avoid premature conclusions.

The first explanation given by a client is not always the actual problem.

People often approach us while carrying uncertainty, frustration or emotional pressure.

The REALSME Method therefore separates listening from diagnosis.

Understanding always comes before advice.

CHAPTER 3

Reflection Before Due Diligence

REALSME intentionally avoids making major conclusions during the first meeting. Time is allowed for reflection.

During this period:

- The individual reflects.
- Priorities become clearer.
- Emotions settle.
- Additional information emerges.

Only then do we determine the nature and depth of the due diligence required.

REALSME believes diagnosis should follow understanding.

CHAPTER 4

Understanding The Economic Role

Every individual who enters the REALSME ecosystem is first understood according to their current economic role.

The four roles are:

1 Employee	2 Freelancer	3 Business Owner	4 Entrepreneur
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These are not rankings. They are different forms of economic participation. Each role requires different support.

The purpose is not to move everyone towards entrepreneurship.

The purpose is to strengthen individuals in the role they currently occupy while preparing them for future opportunities if they choose.

The four roles are described in detail in Document 02, The Entrepreneur Journey.

CHAPTER 5

Building The REALSME Profile

REALSME creates a holistic understanding of every individual.

This includes:

Personal aspirations	Professional capability	Family background	Financial background
Current responsibilities	Business involvement	Long-term objectives	

The purpose is not to create a database.

The purpose is to understand how the individual can grow within the broader REALSME ecosystem.

CHAPTER 6

Connecting The Ecosystem

REALSME does not merely solve problems. REALSME connects people.

Employees	become future talent.
Freelancers	become trusted partners.
Business Owners	become collaborators.
Entrepreneurs	become ecosystem builders.

Whenever possible, opportunities are created by connecting individuals to one another.

The strength of the ecosystem lies not only in the organisations it contains but also in the relationships between them.

CHAPTER 7

Applying The Appropriate Method

Each economic role follows a different pathway.

Employee

Mentoring · Career development · Skill enhancement · Exposure to entrepreneurial opportunities

Freelancer

Professional development · Business mentoring · Vendor opportunities · Preparation for business ownership

Business Owner

Business owners receive the greatest level of engagement.

REALSME seeks to understand

The promoter · The family · The business · The systems · The finances · The governance · The risks · The opportunities

Solutions may include consulting, restructuring, technology infrastructure, statutory infrastructure or capital support.

Entrepreneur

REALSME supports entrepreneurs through

Strategic guidance · Business connections · Governance support · Investment representation · Ecosystem partnerships

Investment participation is considered only where it strengthens the long-term independence of the business.

CHAPTER 8

Capital Is One Possible Solution

REALSME does not begin every engagement with investment. Investment is only one of many possible solutions.

Some businesses require:

Better systems	Better governance	Better people	Better infrastructure	Better connections
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Only some require capital.

Where investment is appropriate, REALSME follows its Investment Philosophy. Capital is introduced to reduce risk, strengthen the business and support sustainable growth.

The objective is always to create a stronger and more independent organisation.

See Document 03, The REALSME Investment Philosophy.

CHAPTER 9

An Adaptive Method

The REALSME Method deliberately avoids fixed diagnostic questionnaires.

Every entrepreneur is different.
Every family is different.
Every business is different.
Every situation is different.

Rather than forcing businesses into predefined frameworks, REALSME adapts its approach according to the individual and the circumstances.

The framework	provides direction.
Observation	provides understanding.
Experience	develops judgement.

The method evolves with every engagement.

REALSME therefore develops thinking professionals rather than checklist operators.

CHAPTER 10

Building Independence

The REALSME Method is complete only when the business no longer depends on REALSME.

Success is measured not by the duration of the consulting relationship but by the independence of the entrepreneur.

As businesses mature:

Systems	replace dependency.
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Governance	replaces supervision.
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Teams	replace individuals.
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Confidence	replaces uncertainty.
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REALSME gradually steps back while the business continues to move forward.

That is the intended outcome of every engagement.

CONCLUSION

Conclusion

The REALSME Method is built on a simple belief.

Every business begins with a person.
Every person deserves to be understood before being judged.
Every business deserves solutions designed for its own reality
rather than someone else's assumptions.

We do not seek to create dependent clients.

We seek to create capable people.

We do not seek to create successful
projects.

We seek to create successful businesses.

Because better businesses create better lives.
That is the REALSME Method.

REALSME Philosophy

Home of the REALSME Philosophy Library

realsme.org

WIDER ECOSYSTEM

- REALSME.ORG The Why Layer
- REALSME.IN The Thinking Layer
- REALSMEVENTURES.COM The Doing Layer
- ISHTACAPITAL.IN The Capital Layer
- ISHTATRUST.ORG The Community Layer

Better businesses create better lives.