

THE SEXIEST QUALITY IN THE WORLD – OR HOW YOU SERIOUSLY CAN CHANGE THE WORLD

People often ask what's driving me. What drives me to work at a level that at its lowest makes the hard days of others seem like a walk in the park. That...

...I won't say. Or maybe I just haven't been diagnosed yet. I have something else to say however, something itching to get off my chest. And it's about hard work.

People often mistake hard work for time. If time or how much effort you put in over that time – sometimes one, sometimes the other, often both.

That's a falsehood though. Hard work can just as easily be something completely different – energy. That energy can be either positive or negative, and it is reinforced, both positively and negatively, by something called responsibility.

AN ALTOGETHER RARER QUALITY?

Yes, the old fashioned term of responsibility – something which has been among the hardest for me to find in recruitments in all my companies throughout my years. A lot harder than intelligence, where there's always a certain quota to be found. A lot harder than competence, that's something you can train and refill if it isn't there already.

It's even harder that receptiveness, the very prerequisite for competency and one of the most important criterion for success in this ever-changing world we live in. And, yes indeed, even harder to find than curiosity and creativity, the

very things that don't just let us adapt to this world but also contribute to it, making it as positively dynamic as it always had the potential of being.

AN ELEMENT THAT'S BOTH COMPLEMENTARY AS WELL AS COMPENSATORY

The word responsibility is in a league of its own indeed. It's not just hard to acquire, it's hard to find at all. And once you do find it, a truly responsible person, you'll find that it doesn't just *complement* all of the above mentioned other qualities, but even *compensate* for a lot of them. That means that those who feel responsible for something but are "objectively" less intelligent or competent, maybe even less receptive and creative, can actually still accomplish a lot more than anyone with all of those qualities but lacking in responsibility.

It's true grit in its own right. The age old idea of "manifest destiny" itself. It just happens. Because you feel responsible, you give yourself agency to do something about it.

This is how Musk undoubtedly feels about saving the world from global warming. It's how my volunteer friends feel about helping refugees. That's how Gates feels about exterminating polio. That's how every aboriginal or person of nature feels about caring for our planet. But it's also how most good people feel about the wellbeing of their friends and family. It's definitely how nearly every last parent feels about their kids too, I'm willing to bet. And maybe, just maybe how I feel about how [badly so many children around the world have it](#), when it's ultimately always about [what world we leave behind us for the next generation](#), and actually even how [digital learning can contribute as a force for continued development, empowerment and emancipation](#).

A FORCE TO TAKE US IN THE RIGHT DIRECTION

So you know what? That sense of agency, born out of responsibility, isn't just something beautiful, it's what makes the world go around. It's what makes things move forward. It's what makes everything go up and up from here. Any which way that's right, that is.

So, those of you who feel responsible for something, be proud of yourself. Stand up straight, look out over the landscape of people and humanity at large and remind yourself... you're one of Them. This massive, unprecedented collective of interconnected individuals and societies. And this goes regardless if you only feel responsible for yourself and yourself alone, or if you feel responsible for your family or the health and happiness of friends, your company, your employees, your clients and customers, even your future.

No matter what, be proud of yourself. Because that sense of responsibility, no matter to what end, is something that is increasingly rare, I suspect. And it's something genuinely beautiful and what I wouldn't hesitate to call one of the most important, if not THE most important, element of happiness and welfare in the world.

AN ENERGY THAT GIVES YOU A PUSH TOWARD HAPPINESS

And we're back to the topic of energy. Because if you feel responsible for something, and everything's going well, you'll be feeling better than anyone on earth. You're responsible for something and everything's working out so you deliver. And if it's something "good" that you've felt responsible for, no matter what it is, the world's become a slightly, slightly better place with you rather than without you.

And suddenly, all the hard effort and work feels lighter than air, regardless if the hard work has been with your loved ones, your friends and your children, if it's been volunteer work or if it's been your job, those 16 hours of work will feel like it was only 2. And that would be 2 great hours filled with meaning and coming very close to genuine happiness.

It's not about how much time or effort you put into something. It's about what energy you put into it. And that energy is multiplied tenfold for those who feel truly responsible.

RESPONSIBILITY AS SOMETHING GROWN-UP AND BORING?

Yeah, yeah, all of that may sound good, but isn't all this talk of "responsibility" really just a thinly veiled synonym for "boring", something only "grown-ups" talk about?

It's exactly the opposite. It's a force, a violent, primordial force that makes us accomplish things that others didn't think was possible. It's the same primordial instinct that makes the mother lift the car crushing the child she feels responsible for, the same force that gives you the passion to do rational or emotional miracles, that also gives you the urge to do all of this with love and a great big smile on your face.

To put it simply, it's the thing that fills your body and soul with passion for what you want and gives you an unbelievable power and strength to accomplish anything – i.e. the thing that enables you to [truly change the world](#).

I wonder if it isn't even the very thing that truly makes us alive, that alongside strategic and abstract thought that truly separates man from beast, the very fundamental difference that Nietzsche spoke of us as the defining traits of a superman, an übermensch, transcending the limitations of our nature to accomplish God-like feats.

And believe me, it has nothing to do with age. Just as the most curious person I know is approaching 80, I've had 20-year old girls in my employment show 100 times the sense of responsibility than any other "grown-up" employee I've had. Responsibility is a personal trait, an amazing individual talent – whether it's innate or acquired – that is among the most beautiful qualities a person can have.

And it's by far the least boring a person can be as well.

[RESPONSIBILITY AS SOMETHING TRULY SEXY](#)

I'd even be so bold as to say it's such a decisive factor for the individual's personality and for the wellbeing of the world that it's due time to reinstate the sex appeal of the word itself.

It's unbelievably sexy to be responsible!

While most of us have experienced what a turn off it can be with people who don't give a damn about anything, always following the path of least resistance and let the world around them decay and collapse, let work go as it

may, friends and family feel as they feel. Que sera sera. Inshallah, Laissez faire. Otinanne. Whatever.

To coast through life until you're 90 years old in your waning hours of your final resting place, until perhaps you finally realize the world will be exactly the same as you left it, unchanged and immutable despite the few brief moments you had on it (or perhaps even because of). Or even worse, that the world has actually become a worse place, as you've led your life thoroughly as an unfailing contributor to all the worst consequences of human existence. Maybe it would've been better if you hadn't lived at all.

That might be the final thought in your head before you die. Permanently.

Real sexy idea, huh? Not.

What was once the calling card for a generation, the post-modernists and the slackers, Gen X, Y, "I got mine", whoever felt disenfranchised or jaded to a degree where all is water under the bridge, where nothing really matters, is now clear to me, and hopefully to you all as well, not only the most meaningless but also the most destructive mentality a person can have.

The sexiest people I know in the whole world, men and women alike, are the ones that are deeply, deeply responsible (though it is also a necessary but not entirely adequate prerequisite to be funny as well, as no one likes someone who takes themselves too seriously – but that's a discussion for another time).

Don't get me wrong – to be driven by lust or sloth is something we all feel at times – but I'm talking about what really defines you as a person. The responsibility that you hopefully find I'd say isn't just among the most beautiful qualities but the very sexiest quality one may have as a human being. That is true power. That is hope. That is the future. That is goodness itself.

And that is a lot of sex.

AN INDESCRIBABLE FEELING OF HAPPINESS AND ECSTASY

So when people wonder how I can work such hours, I wonder how anyone can NOT work such hours.

But again, I'm talking more about the model, the frame of mind, than the time required. Time is unimportant. Responsibility is what matters. That's the very essence of everything you think and feel and do. That is the aphrodisiac that gives you the energy to push forward, against all resistance. That's what makes you alive, that brings both you and the world itself forward and upward.

The feeling itself is indescribable. And you know the most ridiculous part of it? It's only the truly responsible person that will have any chance of feeling and capitalizing on that emotion. The rest can't even begin to comprehend it. These notions of ecstasy and the rush of joy and happiness it brings become mere abstract concepts for them. To truly and fully take responsibility for something and then actually "take the fame and blame for it" as well is something they'll never know.

AN ENERGY THAT GIVES YOU A PUSH TO BOTH HAPPINESS AND MISERY

That brings me to my second point, "taking the blame". That's a different story altogether. Because if you do feel responsible for something and it doesn't work out, turns south on you, then that'll break you.

Those who haven't felt responsible for anything couldn't care less and jog on like nothing ever happened. Those who chose that path, the path of least resistance, minimizing risk instead of maximizing opportunity, that choice may in such instances feel like an easy one.

But for those who chose a different path, the path of responsibility and hard work, then you'll feel lousier than you ever thought possible when you fail. Not just mentally but physically, a nausea sets in, in the pit of your stomach, when something or someone you've felt responsible for goes awry.

On a personal level, this may hurt like hell and that's where "performance princesses" and other high-performing and responsible people end up at some point. But really, I don't see it as a bad thing. It's a gift. Something to be deeply treasured as a measure of your responsibility, as a measure of being alive. To be active instead of passive. Don't be the fallen salmon floating downstream in the fjords and rivers – be the ones getting back up there, running and jumping against the current. Playing. Living.

I often see these kinds of people as an endangered species that the world is in dire need of. And not just in the sense of cogs in a banal machine of our own artifice, "west is losing to the east", "company A is doing better than company B". But essential warriors in the battle for the spirit, soul and even body of our planet, under attack from all sides by populism and apathy.

A FORCE TO GROW AND BE PROUD OF

So again, you who feel responsible, be proud of yourself. Be real goddamn proud and stand tall. Endure the hardships when they happen, endure feeling ten times worse than the people around you when things go bad. Then allow yourself to feel twenty times as great when things go well again. Allow yourself to enjoy, even feel pride in your accomplishments. Above all, be proud that you've even grown to be the responsible person you are. And that is something you should grow further still and develop.

So now again, I say thanks. Thank you for existing and let's all hope there will be more of you in the future!