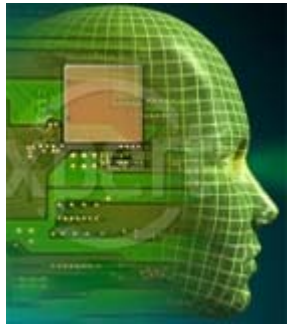


Business Improvement Through Transformed Thinking

By Jules Agombar, Thinking Engineer for Go MAD Thinking

Psychologists estimate that we speak to ourselves in our minds about every 11 seconds. If you have just thought "That's crazy! I don't talk to myself!" – you just did!

Go MAD Thinking identified a decade ago that the way we think and what we say to ourselves in our minds is instrumental in affecting the way we act and our subsequent performance. If we can harness the way we think, and focus it on positive outcomes, our chances of being successful in any given situation are greatly enhanced – however large or small the difference we want to make.



The Go MAD research team carried out over 4000 hours of interviews and analysis to identify what process people use when they are making a difference – and not just Bill Gates, Olympic Games or Nobel Prize levels of success, but also the achievement of everyday goals that add up to a successful life.

The research team identified seven key principles that were always adopted by people when they were achieving success. Examining the linkages between these seven success principles, the researchers discovered that it was actually an interactive system, providing a framework to allow effective thinking to be developed, checked and then if necessary redeveloped to increase the probability of success. This system is Solution Focused Thinking™.

The seven principles the system is based on comprise:

1. **Reason Why** – the stronger the reason why the more certain the achievement
2. **Define Goal** – the more precisely and specifically a goal is defined, the higher the chances of achieving it
3. **Plan Priorities** – identify what possibilities are most important to achieve the goal and plan in the time to act on them
4. **Self Belief** – developing and maintaining a high level of self belief is essential to making a difference
5. **Involve Others** – more can be achieved faster through synergy
6. **Personal Responsibility** – only we can be responsible for our own goals
7. **Take Action and Measure Results** – and celebrate successes

The system is simple to learn and can be applied by anyone in an organisation. To ensure that it becomes firmly embedded and sustainable, managers and leaders can be trained to coach the system using a specially developed coaching framework.

So what are the business benefits of having a new way of thinking? What can Solution Focused Thinking do for organisations? Here are some points to stimulate your thinking:

- If members of a sales force of 20 people can think differently about planning their calls to allow them one more call a day each, that's over 4000 more customer contacts per year. If only one in five place orders, at an average order value of £250 and a gross margin of 40% that makes a difference of £8,000 on the bottom line.
- If people in an organisation can transform their thinking about how they interact with each other and align their goals with that of the organisation, morale can be raised and staff turnover rates can drop dramatically. For a company employing 100 people a reduction in annual staff turnover from 20 per cent to 10 per cent can mean a cost saving of around £50,000.

Similar arithmetic can be applied to any are of business operations. If those structure, systems or process changes really are necessary, having people on board who can think more quickly, clearly and creatively on a consistent basis will enhance greatly the probability of success.

People also feel so much better about themselves when their thinking is clear and solution focused. It is similar to when athletes talk about being in 'the zone'. And a positive 'thinking zone' is a great place to be!

Jules Agombar is one of the speakers at the next Leading Edge Master Class series of events, [Solution Focused Thinking](#). For more information on this event, dates, locations and to register for a place click [here](#).

For more information on Go MAD Thinking visit the website- www.gomadthinking.com