

## Spring 2014 Newsletter

Over the last 12 months, we have collaborated closely with Herrmann International, providers of the Herrmann Brain Dominance Instrument - which many of our clients are familiar with - and delivered workshops to help organisations to think more creatively and strategically.

In a recent white paper, the CEO of Herrmann asks, “*What makes a great sales team?*” Clearly, when employees are not aligned around goals, key messages, value propositions and priorities, problems can occur and opportunities are missed. And it is not difficult to calculate the cost of poor alignment to organisations that are so busy ‘surviving’ that they don’t have the cognitive bandwidth to address obvious alignment issues. In these situations the Herrmann instrument can help.

We particularly like using the Herrmann instrument to build sales capability. A brilliantly simple technique is to think about sales as an opportunity to: Connect; Create; Align; and Execute. We recently worked with a client to bring this clarity to their sales process. We also like the way the *RAIN Group* point to **process** and **methodology** being guides for behaviour - they help you know when to do certain things (**process**) and how to do them well (**methodology**). It is not enough to implement a sales platform alone; organisations must also leverage processes and increase the likelihood of success by executing very well. This is all about **methodology**; where we have helped many organisations achieve better results.

In September we also delivered a presentation on Whole Brain Leadership built specifically for the NSW Bursars’ Association Conference in Coffs Harbour. In the past, we have written extensively, both on agile thinking and the need to change our brains and on leadership. The presentation to the Bursars was an opportunity for us to bring these domains together. Co-opting a US military term to describe today’s field of battle, we talked about VUCA (volatile, uncertain, complex and ambiguous) and used this to describe the challenges facing leaders today.

We have also been discussing the value of ‘reflection’ with respect to learning. We know that when ‘doing’ is combined with ‘reflection’, peoples’ performance is better than when they learn by ‘doing’ alone. This is because their self-efficacy is enhanced – people feel they can do it better and their confidence is boosted. This is why *People At Their Best* combine **application** (critical for making new learnings stick) with **reflection** (thinking about; writing down; codifying what works; imagining what can be done better). Reflecting after you have practiced and codifying your learnings is very important. It is also wonderful to reflect on the fact that you have learnt something. This is powerful stuff.

We have written and posted many pieces over the past few months so please check out our [‘Resources’](#) page. This will be one of our last references to our existing website and we look forward to launching our much-awaited site shortly.



**For more information contact:**

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