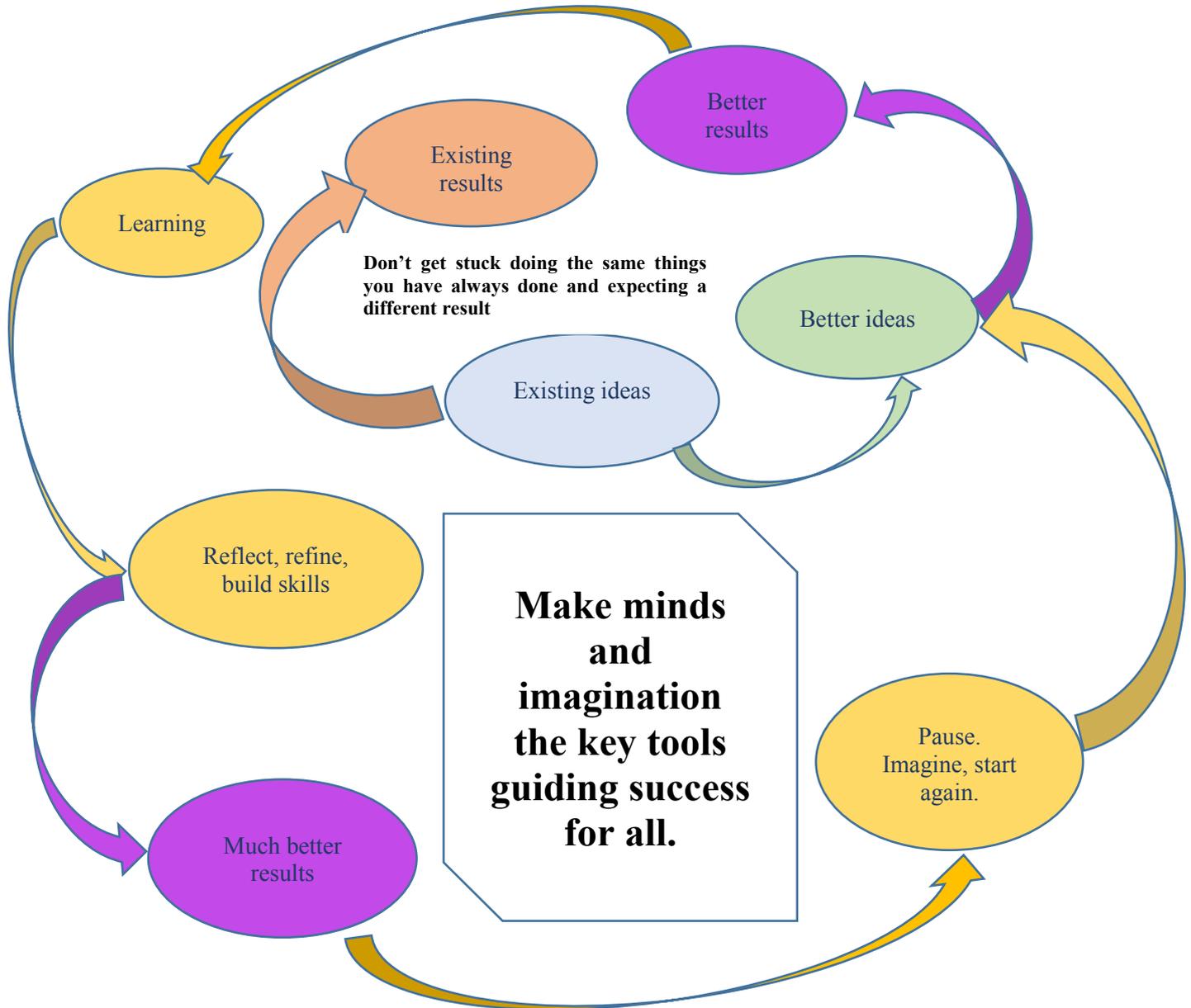


The psychology of success: The creativity-success cycle

Personal success lies in creative imagination followed by skilled application of the ideas created.
Business success is having the right things done in the right place to the right standard at the right time.



Your business success depends on your team identifying and applying better ideas, *then* better ideas again, *then* ...

Contact us about our senior leadership workshops and/or human capital development system OPD-HCD™.

Contact us info@opdcoach.com.

Read the detail at www.opdcoach.com.

Every team member choosing to apply their mind and creative imagination to their job and improve success for all involved.

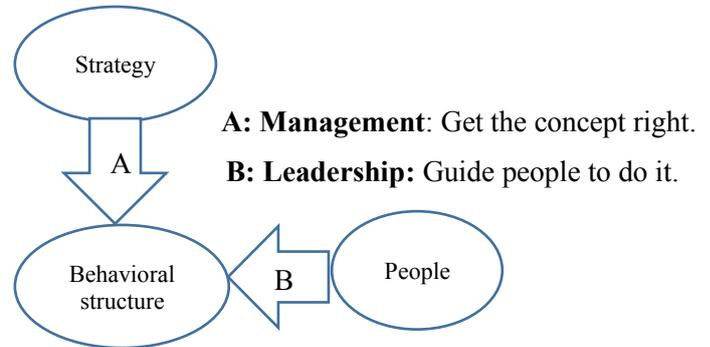


The science

1. We act on ideas we apply. Intensity of action depends on the emotions associated with the ideas.
2. For every goal there are actions (called ideal actions) that must be delivered if the goal to be achieved. Ideal actions do not guarantee success, but if not done guarantee failure.
3. A strategy is a complex goal, distributed as detailed goals in each job.
4. If each person delivers their ideal actions to standard, they achieve their goals, the strategy is advanced.

Applying the science to organizations

1. Strategy is a complex goal.
2. Organization breakdown into smaller goals.
3. The set of all ideal actions is the behavioral structure.



Management

1. Organization maps the strategy onto the market with goals and ideal actions in writing for every role.
2. Every person chooses to be successful in their work-life.
3. Every person agrees the ideal actions define success in the job.
4. Every person chooses to be successful and deliver their assigned ideal actions to standard.

Leadership

1. To ensure ideal actions are kept clear and apt.
2. People retain ideal actions top of mind.
3. Coach people in delivery of agreed ideal actions to standard.
4. People having fun and enjoying their day at work.

Consequences

Improved profits. If people clearer on how to achieve a goal, and more committed to deliver those actions, would you expect goal achievement improve? Revenue 100, costs 90, profit 10. +3% revenues -3% costs. Profit 15.7.

Could improving the creative effort of your people lift sales 3%, reduce costs 3% and as a first approximation, increase your profits 50%?

Increased staff work-life fulfillment. If people more successful, and told so by team leaders, would they enjoy it more?

Increased engagement, more focused. If people relaxed imagining themselves doing the ideal actions, are they more likely to do it? Would you describe them more *engaged*? If ideal actions kept top of mind, and accepted by people, would you describe them being more *focused*?

Higher performing culture. If people clearer on what they need to do, quietly concentrating on doing it, would you describe that as a high performing culture?

Rollout of strategy with greatest chance of greatest success. If ideal actions are derived from strategy, people focused and committed in delivery of their assigned and agreed ideal actions, would you describe this as the strategy having greatest chance of greatest success?

Crucial questions

Who do you judge responsible for ensuring this organizational design is implemented and pursued thoroughly by all team leaders? How high should this sit in their priorities?

Interested? ... Your next step

Do you want to know how to apply this in your organization? **Contact us for details of workshops near you.**
 Do you want to know if it will payback for you? **Request a business-case proposal.**

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