

# THE STRUCTURE OF MIND

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Performance in your business can be lifted, but if and only if the science and technology derived from it is adopted and applied across the whole business, including directors and senior team.

Focus.

Fulfillment.

Fit.

Commitment.

Success.

*Only the  
correct  
science can  
make it  
last.*



*OPD human capital management, OPD-HCD™ lifts results on same revenues, and increases staff work-life fulfilment.*

## **Deciding the structure of mind is important**

1. The fundamental science: The spiritual model of humanity.
  - a. People act in all circumstances on the ideas adopted and applied. Ideas determine outcomes.
  - b. Outcomes determine life experience. Hence ideas adopted and applied determine life experience.
  - c. To improve outcomes need sharpen ideas and/or adopt new ideas.
  - d. Ideas adopted and applied to a circumstance is called the ***game plan*** of the person for managing that circumstance.
2. In OPD:
  - a. To achieve the strategy requires appropriate behaviours by person in each job. The behaviors need to achieve strategy is called the ***behavioural structure***.
  - b. The ***role specifications*** specify the goals derived from the strategy in every job, and the behaviours required to achieve the goals, called ***ideal actions***. Hence the behavioural structure is fully defined by the sum of all role specifications.
  - c. Each person is guided to adopt and apply the role specification for their job as their personal game plan at work.



- d.* Each team leader is then guided to ensure the role specification is the game plan of the person then get out of the way and let the person get on with it. Building self-esteem for delivery of agreed ideal actions, coaching in refining delivery of ideas actions, challenging when ideal actions agreed are not being implemented.
- e.* Success is then exactly defined: Get all role specification (the behavioural structure) delivered to standard and the strategy will be achieved.
- f.* Better ideas by each person in each job, can increase P&L results 20-40%. That is 30% more profits from the same revenues.

## **Better results**

Experience shows that if there are ‘perfect’ actions, called ideal actions for ensuring greatest chance of greatest success, then changing from ‘traditional’ views as in 1 above, to SMH based technology, as in 2 above, shifts actual behavior toward ideal action typically between 6 and 12%.

Applying the principle of better science leads to better technology producing better results throughout the organization, results in often small changes in sales and operating costs, but profits are the result of the difference between these two big numbers, hence small changes in the big numbers can result in large gain in profit.

Each factor of the profit and loss will respond differently to actual behavior closer to ideal actions.

Below the spreadsheet based on a 10% movement of actual behavior to ideal actions, with sales giving numbers improving 0.3% for every 1% gain in behavior and costs a 0.1% reduction for every 1% gain in



sharper actual behavior. With 10% shift of actual behavior toward ideal behavior, which is a 10% shift to behavior offering greatest chance of greatest success. Then sales increase 3%, cost reduce 1%, the assumption is sales gained with 1 reduction in margins, due totally sharper and more focused and committed sales behavior. .

NB: This result cannot be gained by any form of action by senior leadership. It is NOT a recovery program it will only apply to a successful organization seeking to make the most of its human capital. I judge few sales directors who would not agree 3% gain in sales is possible without stimulating adverse competitor activity, so no loss of margin. And typically, a 1% reduction in all costs is judged feasible.

Factor	Traditional HR management	10% Gain in actual to ideal		OPD technology
Sales	\$100,000	0.3	3%	\$103,000
Costs	\$90,000	0.1	1%	\$89,100
Profits	\$10,000			\$13,900
Profit increases due better thinking supported by improved leadership again derived from better thinking				\$3,900 or 39%

**For more information, refer [www.ssrn.com/author=2572745](http://www.ssrn.com/author=2572745)**

**OPD human capital management can add 30% to your bottom line and build work fulfillment and satisfaction in your team, email [info@opdcoach.com](mailto:info@opdcoach.com)**