Is Your Business's Mental Model Keeping You in the Dark Ages?
By Patricia DiVecchio

If you want innovative and sustainable results in this economy in 2011 then you need to stand out beyond the crowd. With the marketplace more crowded then ever before; firms merging and gaining a bigger piece of the pie; businesses becoming leaning; and everyone and their uncle putting out their shingle - bargains are everywhere. We are bending over backwards to get business and what used to work before no longer does and actually hasn't for awhile. So where does this put you?

In this complex marketplace, which is going to get harder, we are being forced to change - from the inside out. What used to be seen as the 'soft' side of business, e.g. acting on company values, is now the essential piece that will make or break us.

The changes necessary are not for the faint of heart or head. A quantum leap from A-H, not A-B is needed. You decide how deep and far you want to go based on your willingness to confront the way you and your business operates. It's an exercise that is long overdue.

This is hard work. Why? For many reasons but here are a few...

1. The status quo is comfortable and we like comfort.

2. We know that business isn't going well but it's easier to blame - the economy, competition, boss, co-worker, etc... then to change ourselves.

3. We rationalize our position to prove ourselves right - we also like being right.

4. We don't have the mind-set nor ability to do the strategic thinking necessary to make these changes on our own - and we aren't very good at asking for help.

This is not a blame game but it is an awareness one.

Some of you may already be saying, "But we ARE in a tough economy", "The competition IS fierce", and "Joe is NOT doing his share. This type of thinking or mind-set isn't moving you forward is it? You aren't beating out the competition with this perspective and it is a perspective. Complaining and blaming is not a viable business strategy!

We have no choice but to change - that is if we want to stay in business. The world is changing at the speed of light so either you get on the train and enjoy the ride or you stay on the tracks and get what's left, most likely the dust.

People and businesses that are both ready and willing to make a quantum leap are wanted. My new mantra is, "We need to change the way we change". Now I hope this makes sense because understanding, integrating and practicing this principal will get you started.

If you don't like the business results you are getting then change is needed. Take just 20 minutes and act on the following:

1. Tune into your own thoughts about your business. Positive, negative, or somewhere in between.

2. While you are at it, listen to what others in your organization are saying. Our words dictate our actions.

3. Identify the new results you want for your business and begin to determine the thinking/mental model needed to actualize and sustain those results.

If you are really up to the task commit 20 minutes each day to this change which doesn't happen overnight but over time.

We all can play a LARGER game - myself included. Take higher risk and build your risk muscle. Subsequently the world you will leave behind will be a better place.

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If any of this makes any sense and you need help with your next step do call at **703-200-3447** or shoot me an email at **patricia@internationalpurpose.com**. I'd like to hear your thoughts - positive, negative, or somewhere in between.

Patricia DiVecchio, President & Chief Visionary Office, International Purpose LLC leads a business strategy firm that partners with you to exponentially build market share using an innovative process that:

1. Challenges and expands both your internal perception and external image in the marketplace - your mental model of business;

2. Identifies new sustainable solutions and opportunities (based on this new mind-set), and

3. Works with you to implement a strategy that makes a greater impact in the marketplace, feeds the soul, and gives you a greater monetary return.