

PiB: the Fundamental Framework

This document outlines the fundamental framework of understanding that Principles in Business (PiB) relies on as it engages with clients. PiB itself is aptly named, since it captures our central premise: that is, that in observing traditional business organisations, we typically see three 'operational principles' - the conventional precepts to business survival and prosperity. The fundamental framework against which those precepts live or die is what PiB is all about...

TRADITIONAL BUSINESS MODELS: three conventional precepts

1. **SKILLS & KNOWLEDGE** - the level of effectiveness in creating, producing and distributing the product or service
2. **SYSTEMS** - the tools used to operate the business and improve efficiency
3. **INFRASTRUCTURE** - the capital employed to house, fund, support and grow the tangible environment

NON-PRESCRIPTIVE BUSINESS MODELS: one fundamental premise

Business cannot be conducted without **THE HUMAN FACTOR** – not humans themselves, since that is self-evident – but one fundamental premise: that state of mind either supports or negates the effectiveness of 1, 2 and 3 above.

Every element requires human activity and involvement - indeed, all the above cannot exist in isolation to the creativity, ideas, decisions (and subsequent actions) of human beings. Through state of mind, we see the reality - the culture of the business, for good or ill. And the culture is expressed through the level of healthy functioning (and ultimately through viability and profit) that stamps the business for what it is.

State of mind (or more accurately the coaching towards recognition and understanding of it) is not about behaviour modification, positive thinking, or learnt techniques such as visualisation or repeated mantras. Helpful as those approaches are, their efficacy, such as there is, is determined by state of mind.

State of Mind: the principle of thought - 'THAT WE THINK'

State of mind is about That We Think - that is, our capacity to create explicit and implicit attitudes. And while there is considerable empirical evidence on the profound effects of implicit (unconscious) and explicit (conscious) attitudes, the connection between attitude and the fundamental thing that determines it, state of mind, is little understood.

Unlike personality, attitudes frequently change as a function of experiencing and understanding State of Mind. Without that understanding, we rely on a number of rationales to explain our way of being in the world. For example, that certain inherited personality traits dictate our 'style' - or that circumstances, background, education and gender influence the way life is for us.

For PiB, all those things are symptoms of our conditioned thinking, and thus minor players in a much bigger and broader context. Put simply, that we think brings those things to life. We (literally) create our personal reality through our thinking - and our thinking is a consequence of our state of mind. Healthy or unhealthy, what we think IS. Consciously or unconsciously, it becomes our personal culture. Inside organisations, it reveals itself as:

- **Staff Turnover** - absenteeism, recruitment and re-training levels.
- Performance and Productivity - the negative or positive end results of either overt or covert attitudes in the workplace.
- **Initiative and Creativity** - whether it exists at all and is actively encouraged. Or whether it is stifled by the status quo and a compliance with 'the way we do things around here'.
- **Inclusion** - that is, the level to which employees feel valued, listened to and 'part of the whole' - contributing happily to day-to-day business in the workplace.
- **Working Relationships** - that people relate well, support each other, openly express their views and value the views of others. Alternatively, stress, anger, frustration, outright conflict and 'cliques' are endemic.
- **Leadership** - how the leader (at every level) manages, mentors and presents him or herself on a consistent basis. Or conversely, whether he or she presents an unclear picture, gives mixed messages or micro-manages.
- **Clear Values** - the extent to which people see, understand and actively support the overall purpose and values of the company.

THE CONTEXT

The PiB approach relies on a body of knowledge that has brought about measurable and sustainable change to some of the most economically and socially impoverished communities worldwide. In response, much of the corporate sector has come onboard, successfully adopting and implementing its central premise to engage meaningfully in leadership training, team development, mid to senior level management and executive coaching.

The approach itself draws upon three principles, referred to as Mind, Consciousness and Thought. Through these principles we discover a disarmingly simple but very profound truth - that we think. And as a result of that discovery, a recognition that 'our reality' is a very powerful, singular, and limited perspective. With coaching, we become cognisant of our conditioned thinking, expressed through the attitudes, assumptions, judgements and behaviours that ultimately serve us well - or distance us from the very goals we seek.

THE CHALLENGE: to see the connection

Day in, day out, State of Mind IS THE BUSINESS - and we disregard, ignore or fail to see it at our peril. It is a connection that many individuals, companies and communities across the globe have already made. We invite you to join them and experience first-hand what can be achieved. ■ ■

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