

MercuriMail



THE INDIA JOURNAL OF MERCURI INTERNATIONAL
JULY-SEPT 1999

Sky-Hooks with special implications
for Monday through Friday.
O.A. Ohmann

Every human being, Ohmann asserts needs "skyhooks" something he can believe in, and trust and that gives meaning to his activities. In recent years, our industrialised society has had trends which have made the need for skyhooks more important and less accessible: abundance without satisfaction, disillusionment with the notion that science represents the whole truth, and the trend towards bigness.

We have become masters of the physical world and have learnt to convert its natural resources for the satisfaction of our material wants. In a way our reverence and bonding with nature has suffered.

But, even while the evidence of material science has been welcomed, our own experiences will not permit us to believe that life is merely a whirl of atoms without meaning, purpose or beauty, or destiny.

A third factor contributing to our sense of insecurity is the trend towards bigness and the resulting loss of individuality. The small is being swallowed by the big and the big by the bigger. This is true of business, churches, unions, education, research, professions, governments, to nations. Everything is getting bigger except the individual who is getting smaller and insignificant.

If we may accept that the modern man is searching for deeper meanings in life, we may then ask what has this to do with business?

There are several reasons why skyhooks must be the primary concern of the business administrator. A few of them:-

- For the individual, the job is the focus of his life and its values must be in harmony with the rest of his life.
- In an industrial society, social values are inseparable from the entire culture.
- A business administrator's role is not just the efficient production of goods and services but he has to take intangibles into account as they are the real secrets of motivating the organisation.
- Besides, the business administrator, himself needs a set of skyhooks to carry his ever increasing responsibilities without breaking up.

We need to work in place where at the end of the day, we don't go home grouchy.

We need to go home and have a great time with the family. That's a wonderful difference.

As Randall writes in "The creed for free enterprise":

"To produce more and more with less and less effort is merely treading water unless we thereby release time and energy for the cultivation of the mind and spirit and for the achievement of those ends for which Providence has placed us on earth."

Extract from a HBR Classic reissued in 1970.

VINTAGE

Our Thoughts

How do geniuses come up with ideas? Find out in FOCUS

How to make "Monday to Friday" enjoyable - take a look at VINTAGE

MUST READ explores a wonderful novel on a company's sales problems - The Quadrant Solution

One more dimension in the "DEVELOPMENT OF THE CORE"

- Happy Reading

We regret we could not bring out the April-June issue due to unforeseen circumstances

Mercuri
INTERNATIONAL

F O C U S

Our Reach Should Exceed Our Grasp Or What Else Is Heaven For!

Michael Michalko, Edward De Bono, Wujec, Feynmann constantly researched and analysed how geniuses come up with ideas. What is common to the thinking style that produced a Mona Lisa, the Four Seasons, the theory of relativity? What characterised the thinking strategies of Darwin, Ramanujam, Freud, Edison?

What can we learn from these thinking strategies and how can we apply them to become more creative in our work and personal life? This has to be a continuous learning process, enriching the mind and consequently our actions, habits and ultimately our destiny.

Thumbnail descriptions of some of the strategies as described by Michalko:

Knowing how to see

Genius often stems from finding a new perspective that no one else has taken. This means abandoning an approach that is a spill-over of past experience and reconceptualising the problem.

Making your thought visible

Once geniuses obtain a minimal verbal facility, they seem to have the skill to express their ideas visually and spatially; they have the flexibility to display information in a variety of ways. Einstein had a very visual mind. So did Da Vinci.

Thinking what no one else is thinking

Thinking fluently, immense productivity is a distinct characteristic of genius. Thomas Edison held 1093 patents—still a record. Mozart produced more than 600 masterpieces of music. "The Waste Land" a Masterpiece was the result of many good and bad passages penned down and then fine-tuned by T.S.Eliot. Out of massive quantity came quality. Geniuses produce. Period.

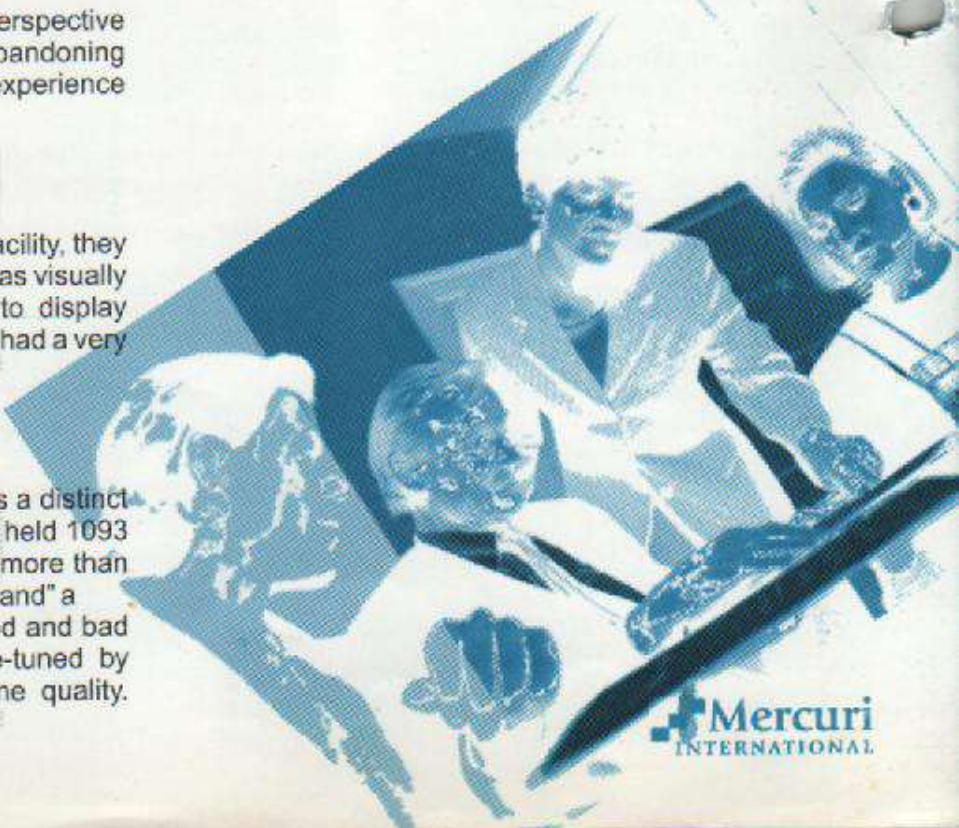
Making Novel Combinations

Einstein's equation $E=mc^2$ was a "combinatory play" of known concepts.

Connecting the unconnected

Leonardo Da Vinci forced a relationship between the sound of a bell and a stone hitting water. This enabled him to make a connection that sound travels in waves.

By using these strategies we may not become another Einstein or Michaelangelo but we would certainly be more creative than someone without the knowledge or intention. We can't possibly know how far these things can take us but we live in a world that offers no guarantees but only great opportunities.



Mercuri
INTERNATIONAL

The Quadrant Solution

by Howard Stevens and Jeff Cox

219 pages, \$14.95,

The H.R.Chally Group, 1991.

MUST READ



A business novel that solves the mystery of sales success, "The Quadrant Solution" drives home the essentials of sales and sales management.

The story is exciting and racy, teaching sales principles that can be very easily translated to any sales organisation. It is quite evident that the book has been developed after researching a large number of sales people, customers and executives.

The ups and downs in an organisation, the market scenario, the culture within, customer profiles are all depicted in a very practical way and we would relate easily to these.

The Quadrant Solution is a framework that has defined four selling and marketing approaches. Also a quick checklist that will enable one to determine which quadrant an organisation and its sales people would need to penetrate their markets. The four quadrants in brief:

Super-Closer Selling

High Tech/Low Touch Marketing

Consultative Selling

High Tech/High Touch Marketing

Relationship Selling

Low-Tech/High-Touch Marketing

Display Selling

Low Tech/Low Touch Market

The Quadrant Solution may not be the complete *mantra* for your organisation, but it is a very useful management manual nevertheless. Anyone in sales is bound to find the sales principle (so delightfully woven into fiction) valuable for it is based on the key-stone of selling—*Understand your customer, your market and develop approaches that are innovative, result oriented and process driven.*

The style is conversational, simple and very enjoyable. It will kindle thought and action. We need more such Business Novels that entertain and add value as well.

Development of the Core

The world is constantly changing. Every day there is a new opportunity to learn something new, to do something new, to look for improvement in the way one works. In a continuously evolving world, if we do not learn every moment, we would remain unconsciously incompetent but feeling that we are competent.

One of the key aspects of development of the core is "Seeking"

A child looks at the whole world from a new perspective every day. This is possibly one of the reasons why a child learns faster and in the process also unlearns things faster. The curiosity of the child is what makes the world of the child a wonderful place. I would classify curiosity into 3 different types.

- curiosity to find fault
- curiosity to impress others
- curiosity to really understand - child-like curiosity

This seeking of the horizons beyond is what makes a person truly remarkable. We could stop somebody from speaking, we could stop somebody from working, we could stop somebody from eating but no one can stop anybody from seeking and learning... Of course except the person himself or herself.

The questions to ask are :-

- are we seeking constantly to enrich our knowledge
- are we seeking constantly to find more value in our pursuits
- are we seeking to understand what could "Good behaviour" mean
- are we seeking "co-existence" and "co-operation"
- are we seeking to answer the question "what have I contributed today to make the world a little better place"

The key to the development of the core is seeking. It makes our existence enjoyable, meaningful and valuable, not only to us but to the people around us.

Until next issue,

Navi



"...And because the years are much longer on Jupiter, moving our headquarters there would really boost our annual earnings."

COURTESY: HARVARD BUSINESS REVIEW

NOTES FROM ALL OVER

Ideas Are Very Much Like Children--Your Own Are Wonderful

The sequence in the acceptance of a new idea:

1. It is a foolish idea and it won't work.
2. It is not a bad idea, but the time isn't ripe.
3. The time is ripe, but we can't finance it.
4. I was always in favour of this idea.

- The Kiplinger Magazine

I never think of the future. It comes soon enough.

- Albert Einstein

There are no facts. Only interpretations.

- Friedrich Nietzsche

Out of intense complexities intense simplicities emerge.

- Winston Churchill

Be yourself and be the person you hope to be.

- Robert Louis Stevenson

Whenever you find yourself on the side of the majority, it is time to pause and reflect.

- Mark Twain

I write to know what I think.

- Graffito

The moment of recognising your own lack of talent is a flash of genius

- Stanislaw Lec

The soul never thinks without a mental picture

- Aristotle

C
O
M
M
O
N

"Companies can't promise lifetime employment, but by constant training and education we may be able to guarantee lifetime employability".

- Jack Welch

"The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it."

- Harry Emerson Fosdick

"The important thing is not to stop questioning. Curiosity has its reason for existing."

- Albert Einstein

"Common sense is unteachable only in the sense that it isn't learned overnight. A fool doesn't wake up one morning a sage. But even the most foolish person over time can become significantly less foolish (through training)."

- Mark H. McCormack

"Success in business often seems spurred by a desire to make things happen."

- Edward De Bono

"Be like a postage stamp-stick to one thing until you get there."

- Josh Billings

EDITOR: MALATHY SETHURAM
FOR PRIVATE CIRCULATION ONLY

I recommend the person below to receive a copy of MERCURI MAIL

Name.....

Address.....

Tel / Fax..... Designation.....

CUT AND MAIL TO:

MERCURI GOLDMANN (INDIA) PVT LTD.

P.B.No 813,1157,12th A Main, 4th Cross, H.A.L II Stage, Bangalore - 560 008.

Mercuri
INTERNATIONAL

MAKING STRATEGIES HAPPEN

Bangalore: Tel :080-5260192, 5296568, 5262053 Fax :080-5278492

E mail : mercuriindia@vsnl.com

Pune: Tel :91-020-5674395, 5671235, 5674504 Fax:91-020-5675054

E mail : mercuripune@vsnl.com

Chennai: Tel :044-4899852 Fax: 044 4809852

E mail : mscgs@vsnl.com

Website : www.mercuriindia.com