

## Want Greater Results? Then Give More and Get Creative!

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Did you see the independent report on childhood this week? According to the panel, "excessive individualism" is to blame for many of the problems children face and needs to be replaced by a value system where people seek satisfaction more from *helping others rather than pursuing private advantage*.

This struck a chord with me. It is easy to slip into patterns of habitual behaviour that seem normal as everyone else is doing it. It was not long ago when the acceptable norm was for hospital doctors to work 56 hour shifts. Today the kennel club are in a mess because what is acceptable in dog breeding has been challenged by the Panorama programme. Do you think it is acceptable behaviour for you to sleep with your daughter an official was asked? If not why is it for dogs? They have a point.

I would like you to consider two points:

1. **Give and you shall receive** - '....helping others rather than pursuing private advantage'. These statements are not actually exclusive. If you are generous in giving to others, it is human nature that usually you will receive in return. This is a great principle for business. If you add value to your customers in innovative ways you increase the likelihood of receiving more business in return. If you come from a position of what can I get; rather than what can I give; this is counterproductive and you will ultimately suffer the consequences. This is the same with children. Give generously of your time and you will be rewarded with 'private advantage' through a closer relationship. By helping others you can attain advantage.

It is worth always asking yourself 'where can I add more value to others'?

2. **Creativity not competition** – The report said people are over competitive. We have been conditioned from early childhood to be so. However, it does not always result in an endearing character and can mean we are focused on what others are achieving rather than developing ourselves step by step to achieve more. Those companies who are really excelling, compete not by continuously using the competition as the benchmark but by looking to add greater value for the whole through creation. Take Apple IPOD who created a new market sector rather than price cutting in existing sectors. They got very creative. Nintendo Wii is another example.

*In the words of 'Wallace Whattle' while writing about wealth creation 'People must be taught to become rich by creation, not by competition. Every man who becomes rich by competition throws down behind him the ladder by which he rises, and keeps others down; but every man who gets rich by creation opens a way for thousands to follow him, and inspires them to do so.*

How can you get creative?

Wishing you success always,

**Chris Cooper**  
Managing Director

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