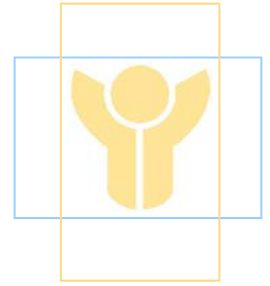


The Business Case for Positive Attitudes



Some Highlights From The Following Article:

- “Positive people get fewer ailments and recover more quickly”
- “You get more output from the same amount of intellectual raw material”
- “Negative people squander mental energy”
- “Politicking and blame suck the life-blood out of your organisation”
- “Organisational and individual success – because you’re worth it”



Why a Winning Approach Yields Better Results



“When I become successful, I’ll take on board some of these positive attitudes you’re talking about.” This perplexing statement from a senior manager in a large company reveals his mistaken belief that positive attitudes are the *result* of success. Unfortunately, this topsy-turvy view of the way life works is by no means uncommon.

Positive attitudes have to be in place *before* you can achieve individual excellence and the highest levels of organisational success. Positive attitudes are not fluffy nice-to-haves; **they are essential to real, sustainable improvements in employee performance and your organisation’s bottom line.**

1. **YOU GET BETTER RESULTS FROM THE SAME AMOUNT OF KNOWLEDGE AND SKILL** Brain research shows that creativity, memory access and innovative behaviour are all enhanced by positive, success-orientated thinking. In other words, you get more useful output from the same amount of intellectual raw material, simply through a shift in mindset.
2. **YOUR EMPLOYEES HAVE A GREATER APPETITE FOR JOB-RELATED KNOWLEDGE** Truly positive people look for ways to make themselves more effective and less stressed. They see the acquisition of new knowledge and skills as a benefit to *themselves* and embrace learning opportunities with a more open and willing demeanour, increasing the effectiveness and cost efficiency of your conventional training initiatives.
3. **LOWER ABSENTEEISM** There is a provable link between mindset and the efficacy of the immune system. Quite simply, positive people get fewer ailments and recover more quickly. They have higher self-esteem and avoid unnecessary absence from work because they cannot let *themselves* down.

**“You move towards
your dominant thought”**



4. **YOU ACHIEVE FLATTER, LOWER COST MANAGEMENT STRUCTURES**

Because positive people have a strong feeling of self-direction and take full responsibility for their actions *and* emotions, they require much less monitoring and absorb fewer management resources thus saving you money.

5. **YOU INCREASE MANAGEMENT AND INTERPERSONAL EFFECTIVENESS** You can use your mental energy in only two ways. Positively or negatively; constructively or destructively. The effect is either success-enhancing or failure-inducing. Positive attitudes help to create body language that subtly inspires colleagues and customers to agree with your proposals.

6. **YOU PROFIT FROM THE SYNERGISTIC EFFECT OF INCREASED CO-OPERATION** Politicking and blame without appropriate corrective action can suck the life-blood out of your organisation. Mental energy, squandered by negative people on defensive attitudes and blame, is focused by positive employees on supporting others and sharing in the creation of profitable solutions.

7. **YOUR ORGANISATION DEVELOPS A SUCCESS CULTURE** Human beings are driven by emotion. There are only two drivers of human behaviour; gaining comfort and avoiding discomfort. You move towards what you like and away from what you dislike. Your people must therefore see success as a mentally comfortable prospect if your organisation is to prosper. Negative people often see success as somehow immoral, unfair and gained at other's expense. Positive people see success as reward for the service they provide; they attract success because they find it emotionally attractive.



**We are victims only of
our own emotional needs**

8. **SUCCESS FOR YOU AND YOUR ORGANISATION “BECAUSE YOU’RE WORTH IT”** Self-image is one of the most powerful determinants in success. You are unlikely to be successful unless you feel, deep in your subconscious, *worthy* of success. Similarly, employees cannot release their full potential for excellence unless their self-image allows them to do so. They have to feel good about themselves before you can expect them to feel good about the success of your organisation. Positive people see the good in themselves and as a result develop high self-esteem and feelings of self-worth, key factors in exceptional achievement at work.

A positive, success-orientated organisational culture does not happen by chance. It can happen only through planned, managed change. If positive attitude training doesn't yet feature prominently in your employee development programme, contact Mancroft International today.

Mancroft International supplies The Winning Edge motivation, positive attitude and personal development training to companies and organisations throughout the UK and overseas.



Please contact us for further information on:

The Winning Edge • Sales Cybernetics

Head Office, Drayton Old Lodge, 146 Drayton High Road, Norwich, NR8 6AN, UK

 +44 (0)844 884 2940

 info@mancroftinternational.com

 mancroftinternational.com