
The Crucial Link Between Thinking & Performance

It's not often you get the chance to spend four days thinking about the way you think. But that's exactly what happens when you join one of Mancroft International's **THE WINNING EDGE** personal development training programmes.

Richard Jackson, co-founder of Mancroft International and architect of The Winning Edge programme says, "Everything you do in life is preceded by a causal thought – be it conscious or sub-conscious. It follows, then, that the quality of your life can never exceed the quality of your thinking." This sobering message lies at the very heart of The Winning Edge and is just one example of the kind of irrefutable logic that gives the programme its ability to affect participants and their companies in a profoundly positive way.

The initial course module shows why the way we think (our attitude) determines the emotions we feel. We take what we believe is the reality of any given situation (our perception) and set this against our mental reference points (values, opinions). It is only then we experience the resulting emotion. Clearly, the major factor in this process is the way in which we think. Emotion then drives the behaviour that ultimately leads to the results we achieve. There is, therefore, a direct link between the quality of our thinking and the quality of our lives.

As Jackson points out, "Delegates often challenge the assertion that their behaviour is always driven by emotion. They feel, understandably, that many of their decisions are made for 'logical' reasons". As you would expect from a well-researched course, The Winning Edge has a neat way of resolving this *emotion versus logic* issue. Try this irritatingly foolproof

test. Simply examine any of your past decisions and you will find that every alternative course of action known to you at the time was, because of your value system, less attractive. In addition to demonstrating that you are driven by emotion rather than logic, this test shows conclusively how much you enjoy giving yourself an easy time!

But remember, this little bit of self-discovery is not the aim of The Winning Edge; it is merely the *starting point* for delegates as they go on to examine the implications of this and other fundamental truths in the context of personal achievement, understanding the motivational drivers of both themselves and others, personal accountability, self-esteem and company success.

Using another carefully honed, thought-provoking one-liner from the course, Richard Jackson adds, "What you think about isn't nearly as important as the way you think about what you think about." He has a point. In these days of increasing competition and awareness of the value of human capital, we must do more than just show employees *what to do* to be successful in their work. We must also show them how to *think* in successful ways.

You can obtain more information on The Winning Edge employee-development training programmes by contacting Mancroft International:

Mancroft International
Head Office, Drayton Old Lodge,
146 Drayton High Road, Norwich,
NR8 6AN, UK
Tel: +44 (0)844 884 2940
Fax: +44 (0)1603 861690
Email: info@mancroftinternational.com
Website: www.mancroftinternational.com