

Unit 2.5 End-Result Thinking

OVERVIEW

Our culture places a heavy emphasis on being “the best.” The best in school. The best football team. The best in your professional field. The best singer on “American Idol.” So accustomed to the idea of “the best” have we become that we naturally think that there must be “best” solutions” as well.

In fact, that’s how many of us live our lives. We study a situation, and then we “lock on” to the best solution. All right so far. But then we come to believe that this “best” solution is the “only” solution. One way to make a living. One way to run a business. One way to raise a family. One way to build a relationship. One way. “The” way.

“Locking on” is a valuable strategy, but it’s not a permanent one. If you’re going to succeed, whether in life or in business, it’s important to become an “option thinker”—to see all of the possible best options, not just the current way. Only then, after you have surveyed all of the best options, should you lock on to the one that’s most suitable for a given situation.

Here’s a great lock-on: the end-result. Become end-result-oriented, not process-oriented. Don’t start by thinking about how to get there. Think about where you want to go. Visualize the end result that you’re seeking, and keep that result in your mind, and you will dramatically increase your chances of actually achieving it.

UNIT QUESTIONS / EXERCISES

1. Who is the best athlete that you know? Now think of people who are better in other ways than the star athlete. Which one is the “best” person overall? Or are there many “best” people? Share your answers with your coach and/or the group.

2. Think of a time when you settled on a “best” solution too early. What other “best” options could you have considered? How might the outcome of the situation have changed? Discuss your answers with your coach and/or the group.

3. Think about how this applies to your work relationship at John L. Scott. How could becoming an “option thinker” improve your individual performance? How could it improve the organization’s overall performance? Discuss your answers with the group.
