

Asset-Based Thinking Helps Businesses Retain Employees, Enjoy Greater Success

A common problem among businesses nationwide can be summed up in one phrase: stressed-out. Many people, especially busy managers, are harried, overworked, and overwhelmed with putting out fires and front-burner issues.

In fact, Harvard Business Review reports that only 10 percent of company managers may actually be moving the company forward, as they are the only ones that are focused and full of energy or passion. That means that 90 percent of the companies across the country are not getting what they need out of their managers. In other words, they don't have purposeful managers.

Whether it's the employee acting as though a particular task cannot be accomplished or a business owner failing to elevate his company to a new level through fear of taking a risk, it can impact day-to-day results in a big way. Harnessing the pro-active energy and the strengths of a team can be crucial in creating a successful business and retaining employees. The problem is focusing on what can't be done verses what can be done. Whether someone is reactive or proactive makes all the difference in the face of relentless daily demands. With Asset-Based Thinking (ABT™), life doesn't have to be this 24-7 treadmill.

When you change the way you see yourself, you treat your personal priorities with the same level of importance as you do external demands. It helps you navigate through the ups and downs by letting your purpose and passions guide the way. Life becomes an adventure where you decide the destinations. You use surprise, serendipity, and even setbacks to make the journey more interesting. The end result is confidence.

“There's nothing worse than a company filled with impatient, reactive attitudes about getting the job done or working together,” explains Dr. Kathryn Cramer, a psychologist and the co-author of the new book *Change the Way You See Yourself through Asset-Based Thinking* (Running Press, April 2008). “When we worked with a customer service organization and showed employees how they could capitalize on using Asset-Based Thinking with angry or disgruntled customers, their customer satisfaction scores went up 100 basis points in 90 days.

Not only did customers win, the employees felt proud and confident with just a little snap of the switch in thinking. A negative attitude can really drain a company. It can cause

good and positive employees to leave, and it can also stifle the creativity and growth of a company. Negative attitudes need to end, for the good of the entire team.”Dr. Cramer is well known for helping businesses change their way of thinking. She is the creator of the Asset-Based Thinking (ABT) method, which draws on positive thinking to help transform our pessimistic ways of thinking into pro-active actions. By so doing, companies attain greater goals, retain quality employees, and create a better overall work environment.

And we can feel more empowered about ourselves. Once asset-based thinking becomes a tool you use, you can simply choose to either employ or ignore it. The ABT method successfully changes the way people look at everything. The method uses a series of images and simple, straightforward text that can be read in one sitting, or roughly 45 minutes. The text enables the individual to begin seeing the positive side of things. In the end, the method provides tools that can help businesses achieve greater success, including:

Take risks. Without taking risks in business, new successes will be rare. Don’t let negative “what ifs” keep your company from growing and taking on new dimensions. Concentrate. Keep your eye on the goal, which should be your focal point. If you don’t have clearly defined goals, it will be hard to reach them, so be sure to have clearly defined goals and milestones. Do what you can to block out distractions that will keep you from reaching your goals.

Let go. Don’t dwell on the past. Accept things that happen and move on. Dwelling on the past will do nothing to change it or help you succeed in the future.

Correct and own up. There’s nothing wrong with making mistakes; all humans do it. When mistakes happen, be sure to own up to them, correct them, and then move on. Agree to disagree. We all think differently; therefore, there will always be disagreements. Don’t let them rule a situation or relationship.

Agree to disagree, respect other opinions, and get back to business. “Employees are the best asset that a business has,” says Dr. Cramer. “The right employees with the right attitude can take a business straight to the top. Every business needs to decide what type of team they want working for them, and then show them how to get there.”