



It boils down to attitude...



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Whether we are talking about the national economy, politics and the upcoming elections, or the people you find yourself in the midst of – attitude is everything. No matter what the topic, we each write a story to fit our perceptions, to accommodate our attitudes; it's more comfortable when things fit nicely.

The challenge is to then decide what is real, what is simply a matter of perception.

The answer is that everything is matter of perception. What isn't? In business, we want to put together a workable strategy, a plan that fits with our perception of what needs to be accomplished. We have a screening process to find employable people who fit a profile we believe will be a good talent and character fit for our organization. It's all based on attitudes and perceptions.

How much time do you invest in managing the perceptions that others have of you? And of your business? And how do you evaluate who to do business with and with whom to associate? It is all about perceptions – yours and those you believe that others share. This is basic social psychology.

Social psychology is the science of influence – how our thoughts, feelings and behaviors are influenced by others. The formula that captures it all: $f, p(e)$ states that our behavior is a function of person and environment. My clients have found this helpful to use a compass for gauging influence – that they exert and that others exert upon them. Give it a try and be tuned in to your attitudes and perceptions.

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