



Think Yourself out of a Recession!

We don't see things as they are. We see things as we are.

Anais Nin

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Our world has changed...

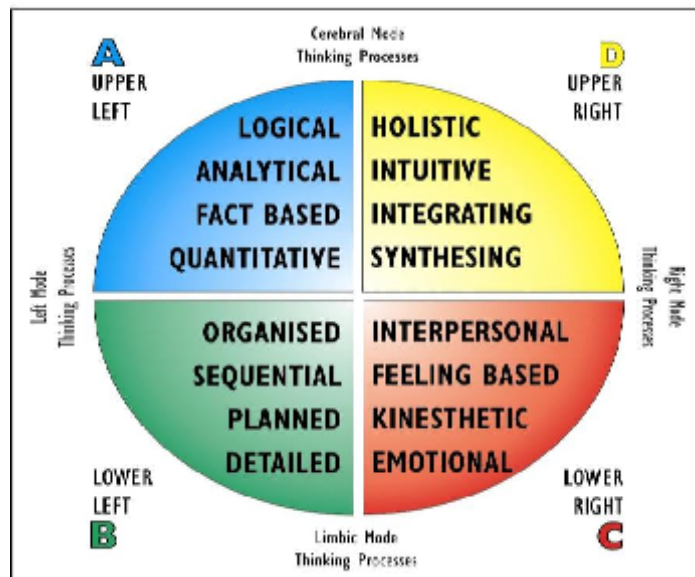
... And we are all living in difficult times. The world around us never fails to remind us of this simple fact. If we appear to take this warning lightly, grim faced pundits on TV evoke the 'R' word and strident headlines in the morning paper, batter us into submission over breakfast.

We find ourselves constantly talking about the 'situation' with our network of friends, colleagues and even the stranger on the plane. We read, we Google - there are 11,700,000 references to 'managing in a recession'! We think and we worry about the implications and consequences in our work and personal lives and this puts most of us under stress.

In the midst of all this, how many of us have paused and thought about how **we think about the way we think and react?** How many of us have taken a 'mental step' backwards and observed our behaviour?

This is significant because the way we think, influences the way we behave and change - in tough times, that is possibly the only thing in our control.

Understanding how we think - Whole Brain Model



Each quadrant in the model is different, of equal importance and can be useful to describe our mindsets and the way we deal with recession, in a useful way. We all have our own unique preferences for thinking- the lens through which we 'see' the world.

This model is developed from research done by Ned Herrmann at GE and has been highly validated over the last 30 years with over 2 million learners worldwide.

One of the ways of looking at this would be to consider each of these quadrants as four different managers and then imagining how each might approach today's recession.

Manager A would want to approach the situation quite rationally and logically, while Manager B on the other would be ready and organized, expecting a clear plan and process but with a deep desire for security. Manager C would often talk to his close network and seek to understand always what other people 'feel' about the recession; guilty, under stress, of drawing quick conclusions based on feelings. Manager D is perhaps, the only person who still appears upbeat and willing to talk about the opportunities that are available and take more risks. *

As a manager trying to cope with this crisis, you will probably confront all four of these mindsets at any given time, in yourself, in your team and in the people close to you.

Fortunately, research by Herrmann International has shown that 93% of the population around the world prefers 2 or more of these mindsets and all have access to all four. Thus, we are in fact "hard wired to be whole", with each of us having some degree of the four characters above available to us.

*Changing Minds: Michael Morgan and Ann Herrmann – Nehdi



How do we find out? Through the Herrmann Brain Dominance Instrument (HBDI®) which is a 120-question; scientifically-validated instrument to be filled in online.

By mapping yourself and your team using the HBDI, will reveal how you and your team think normally as well as under pressure. These insights will surprise you.

Think yourself out of a recession...

...By accepting that the way you think need not be the only way to think. There are four different ways of thinking or mindsets that you can access to become

'whole brained' in your approach.

By being flexible enough to explore all four quadrants of thinking and therefore doing and not be trapped into ways on thinking and doing that come most easily to all of us.

By taking the help of others who think differently than you, who are **different** than you, to help you change your mindset, when required. These are people you know and may be in your team.

We can't change the environment or control what is happening but we **can certainly change our response to the environment.**

Thinking your way out of the recession is to pay heed to what Epictetus (c. 55 - c. 135 AD) a Greek Stoic philosopher, wisely observed centuries ago:

'Men are disturbed, not by things, but by the principles and notions which they form, concerning things'.