

## NEW BELIEFS EQUALS NEW BEHAVIOUR

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Every position in a company from the tea lady to the CEO is, at a primary level, a set of behaviours. The degree to which these behaviours are successful in affecting what the company is about is the degree to which a company is profitable. Companies around the world spend billions wanting to achieve this outcome, because changed behaviour leads to profit. The mechanism for changing behaviour has traditionally been by increasing skills, competencies and knowledge.

In many companies there is frustration and doubt about the success of their input to reach their goals. Is it about skills and knowledge, or is it about attitude?

“The most powerful thing you can do to change your world is to change your beliefs about the nature of people, life and reality, to something more positive, and begin to act accordingly” says Shakti Gawain, a pioneer in the field of personal development.

Step back for a moment from the idea that skills and knowledge will directly affect behaviour in yourself or others. The heart of changing behaviour lies in changing beliefs, in changing attitudes, in changing understanding. Until we can change these three principles, we will not make a major impact on changing behaviour.

What core beliefs would you like your employees to have? What beliefs about others, about the team, the company, profitability and future markets would you like them to have?

No amount of skills and knowledge guarantees an attitude change.

Attitudes are not set in concrete. The old adage that a leopard cannot change its spots is not strictly true. It may have been difficult before we knew the structure of human thinking and before we knew how to change or validate our thinking to get the results that we want.

We are bogged down in our thinking styles and believe that they are a reality. We forget that thinking is something that we control and we can easily mis-think. All it takes is an open mind to concentrate our thinking patterns in a systematic way.

If a company is mission driven, management needs to identify what behaviour would support their mission. All too often the mission statement stays framed upon the wall or externalized in a logo and management does not recognize what it translates into, in terms of communication, feedback, actions, strategies and performance.

Mission statements need to be openly transparent from the top all the way down. What do we have to see and hear to know that we are on track? All those criteria need to be built into an attitudinal change that will result in changed behaviour within the company.

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