

Motivation is the Key to Business Success

By Wendy Peters

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Burlington - Most people are extremely proficient at some tasks, mediocre at others, and downright hopeless in certain areas of their life, whether it be business related, or personally oriented.

But over the centuries a person's brilliance or ineptitude, has been generally accepted without question, without a need to understand the reason why.

Even during our school years, how many of us questioned why Jack could ace a math exam but couldn't spell "cat", or why Mary had the artistic talent of a Monet but could not add single digit numbers?

That's the way it was; case closed. Until now with the gradual introduction and understanding of neuro-linguistic programming (NLP), a technique that teaches you to understand how "neurologically you have to put things together to be excellent, poor, or mediocre at something," explained Shelle Rose Charvet, a master practitioner of NLP and owner of Success Strategies a management consulting company based in Burlington.

Rose Charvet talks about NLP with enthusiasm. "The applications are fascinating," she insisted.

The "programming" refers to the fact that at some point in your life you have managed to program yourself, either through genetic heritage, environment or biochemistry, to be excellent at some things, mediocre at others, and poorer still in other aspects of life.

"When we know what we are looking and listening for we can pay attention to your linguistics, to the language, verbal and non verbal you use, and understand how neurologically you have put things together to be excellent, poor or mediocre at something," Rose Charvet revealed.

By using NLP models, you can elicit from a mathematical genius, for example, how and where he gained his talent, and teach it to other people.

"So the advances in learning are just incredible," said Rose Charvet who explained the art of one NLP process known as "modelling."

One model she uses to motivate business people is an applied NLP which teaches them to think in constructive, forward-moving ways and to help them identify when they are in "a stuck state" and how to get out of it.

“One of the results can reduce meeting times by 50 percent,” she said, noting the common practice of at least half of the business meetings being spent on time wasting justification and blame.

For Rose Charvet, the challenge is to shift the employees out of the “blame frame to the outcome frame using the question ‘what do you want instead?’”

During meetings, one of the most dangerous questions people ask is “why?” because it prompts a non-productive response - a justification, a reason, an excuse, or to lay blame instead of getting things done.

“It explains why, but it doesn’t tell you what you want,” said Rose Charvet, adding that many meetings are wasted analyzing the causes of problems without sorting out what is actually required and how a specific goal can be achieved.

“So that’s one of the elements I teach - thinking about thinking,” she said.

Another common error Rose Charvet encounters is people failing to distinguish the means, from the end to the means, so they argue endlessly over that point instead of trying to agree on what they are trying to accomplish.

Setting Goals

The key to what is important, what is the main point when attempting to come to some conclusion. “They must agree on an end goal and then come up with strategies for getting there,” Rose Charvet reasoned.

Anything that is a resource, such as money, time, people, energy, equipment should be considered a means. “They need to come up with an end goal in order to shift out of the blame frame,” and to cut their meeting time in half, she said.

Rose Charvet says she usually takes her clients through a three hour session during which they will learn to work through a series of questions known as “outcome strategy.” Once they are able to answer the questions they can achieve their goals.

She said, too, that goals must be positively stated “as the brain does not work negatively. Negatives only exist in language.” Goals must also be verifiable and attainable which prompts people to re-evaluate those that have been set too far out of reach.

“What I’m teaching them is rigorous thinking that gets results. It’s got to be worth the trouble, worth the effort, or to put it simply, is the pay off worth it?”

Any kind of organization can benefit from NLP and from the motivational techniques Rose Charvet can teach.

Last year alone she worked with four hospitals, three high-tech organizations, a printing firm, and a manufacturer. Each had its own set of problems, all of them resolvable.