

# The benefits of strategic partnerships

By

*Arthur F. Carmazzi and David M. Rogers*

People as well as organizations are often slanted in their strengths. As an individual, our strengths are dictated by the way we process information and the way our brain works. As an organization, it is slanted by the leader of that organization and its culture. As individuals, we may be either right brained or left brained; we may be dominantly Visual, Auditory or Kinesthetic, it is this mental composition that determines our communication style and often the directions we choose in life.

Since good communication and a lateral understanding of many types of information are essential for maximizing productivity and cooperation, it is necessary to adopt the perspective of “whole brain” alliances. Whole brain partnerships extend the abilities of one individual or organization to embrace the full perspective of human interaction and corporate culture. This maximizes the ability to efficiently take well-rounded action, the results of which will appeal across the full spectrum of disciplines from accounting to marketing and technology.

In business as well as marriage, the foundations for success are laid in the way we communicate, the way we commit to each other, and the way we work to develop congruent values.

## Communication:

Individuals with a Visual orientation think in pictures, they see ideas and memories. For them to learn, and clearly understand something, they must envision it. They usually speak fast since they’re trying to express their visions as they appear in their mind. They relate to drawings, graphs, or models; they need to hear words that paint a portrait that can clearly be imagined.

People with an Auditory inclination think in sounds and/or see letters and words spelled out for their ideas and recollections. They respond by listening to clear, steady and logical explanations. They relate to logic and to the associated meanings of sounds and appreciate well-articulated verbal communication.

Those who are Kinesthetically oriented, associate more to feelings and touch, when they think of something, they have a “sense” about it. They respond to hands on tactile experience and to emotional appeal, and understand communication that draws on the sensations of experience.

In the case of our partnership, we knew that while our values were similar, our brain orientations were different, I was visual and David was Auditory, and that was where we found our combined strengths. Because of our awareness of our different communication styles, we could connect well with each other and at the same time could relate to others on a broader spectrum with our new “Brain merger”

Commitment to each other:

The psychology and culture created with synergistic partnerships is at its highest potential when commitment is synonymous with teamwork. When leaders and staff of different psychologies, come together and focus on a common mission.

Some of the greatest teams in history were the armies assembled by Alexander the Great. When Alexander's forces landed in a new land, they would burn all their ships because they knew that there was only one direction to their victory. Can you imagine the shock and disbelief of the opposing forces when they saw the ships going up in smoke and they had to face Alexander's forces? Alexander's forces were certain of their outcome and the added leverage of burning of their own ships added to the leverage factor that allowed them to drive through their enemies.



Great teams are often lead by individuals who let their actions show that they put people first. The practice of praising in public and scorning in private is one of the most prized tools of a Great leader. Great teams tend to follow a formula on nurturing, stretching, encouraging and developing the skills and talents of the team members. There is respect amongst the members of the team and a level of professionalism that challenges them to becoming even better at their respective craft. A formula practiced by most teams striving for excellence is a system of “rubbing people the right way” or the “human way”. The human way of contributing to a teammate's growth is to have open communication and to (1) talk to people on a private basis 2) Praise them for what they are doing right 3) Point out one thing at the moment that they could do better and help them find the way and 4) Praise them again on their good points.

Top teams think about progress, believe in progress and push for progress. Great teams think improvement in everything they do and think high standards in everything they do. A great leader always asks “How can we be even more progressive towards our objectives or goals rite now?” A great leader encourages a new wave of leaders. Encourages progress, encourages improvement, and has the ability to set aside their own ego, in order to see progress implemented.

In the word TEAMWORK, you may notice that there is no letter “I” and there is no room for someone who thinks only about “I” or themselves. Lee Kwon Yew had a Cabinet of Ministers, Advisor, and Supporters who contributed to building and creating Singapore.

He did not do it himself and he readily acknowledges that his team was the key to the strong foundation that built this island nation.

Great leaders encourage each team members to take time to confer with themselves and tap into the supreme thinking. Setting time aside each day for at least thirty minutes to be completely by themselves to explore two types of thinking: Directed and Undirected

Directed thinking is a review of major challenges and opportunities. In solitude, the mind will study the problem objectively and lead you to the right answer. In a team, if you are a role player, such as a defensive specialist in football or soccer, you may review your key objectives and goals for the evenings game and tap into a supreme force to assist you in your journey. This will increase focus, will assist with knowing your outcome and will ultimately lead to higher or peak performance.

Undirected thinking is when one just lets the mind select what it wishes to think about. Undirected is very useful in self evaluation and can assist in our quest to become “even better than we presently are”. Great questions to ask are “How can I become even better or What should be my next move?”

An essential element to be a contributing member of a team is to have fun and to enjoy being a team player and a teammate. People who have experienced the thrill of team play will always remember the exhilaration of the thrill of victory and the agony of defeat but most of all they will relish the true ecstasy of giving up the “I” and moving forward with the “we” or “us” and thoroughly enjoying the process of being part of a team.

Developing congruent values:

As we have grown up. We have been developing associations to a variety of different situations. Perhaps on numerous occasions, we have been in bad partnerships; we could have created an association that a partnership will never work. Or perhaps a spouse has been unfaithful, and we create an association that members of the opposite sex can not be trusted. Even if these associations are on a subconscious level, they affect our values, the way we act and especially the extent to which we commit to any business or personal relationship. We must find the pitfalls of our past and destroy them in order to build a stronger future. This can be better facilitated by the science of Directive Communication. Understanding our subconscious well enough to work with others that may have different values, and direct our beliefs, our emotions, and our focus on a congruent course.

To develop congruent values, first we must understand that human beings are emotional creatures! This is a fact. Our brain feels 30,000 times faster than it acts, and it acts 30,000 times faster than it thinks. We are conditioned to react in certain ways based on our surroundings, our past experiences and the associations attached to them, and our developed expectations. The process that originate our beliefs, emotions and motivations is as follows:

The brain processes information in one of three ways, Visual (thinks in pictures), Auditory (thinks in sounds and words), and Kinesthetic (thinks in feelings and

sensations). While we have all three, we are usually dominated by one that guides our external and internal communication. This communication is then *filtered* based on previously developed associations that have created defenses against potential hardships. These now filter what we don't want to accept or deal with such as the idea of failure.

Everything that does get through is measured against our *expectations and values*. Example: a high expectation can cause a situation to be less motivating if that expectation is not met, while the same situation can be very motivating with a lower expectation. Or we may have a value that smoking is a disgusting habit and our expectation of those who smoke would follow that image.

Once our expectations and values are established for that situation, we then compare it to our *learned associations*, the links to circumstances and behaviors that we have determined will either give us joy or give us grief. Example: if we have talked to the boss on two or three separate occasions and each time we have gotten scolded, we might associate talking to the boss is equal to getting scolded and therefore equals grief. While it may not be a permanent condition, our associations have made it permanent in our mind, how many of us have thought, "they'll never listen" about another person they work with, and yet is it really "never"?

After all this, our brain arrives at a *feeling or emotion* about the event. This is the ultimate determining factor for our motivation, and the actions we take. As these emotions reoccur regularly, they become anchored to similar circumstances and create patterns that we interpret as beliefs.

Once the awareness is developed, it becomes easier to communicate, to focus and to develop congruent values that will create synergy, productivity and success with brain mergers and whole brain partnerships.

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