

Einstein Nudges Neurons

by Arden Bercovitz, Ph.D., CSP

Einstein has long been renowned for his ability to simplify complicated issues. It's not too surprising to discover that his concepts about work itself are also worth consideration for their simplicity. See for yourself, that Einstein's Three Rules of Work are still relevant and extend beyond the duties of a theoretical physicist.

Einstein's Rule #1. Out of Clutter Find Simplicity

Although there are numerous ways to market your products or services, none are better than earning a reputation for delivering Einstein's First Rule. What's it worth, to generate new growth of your business directly from word-of-mouth marketing? This kind of growth results from the overflowing satisfaction of contented customers. What are you doing to build this kind of solid gold reputation?

Einstein's First Rule for Work is an operational blue print. Think about ways you add distinctive value to your products and services, by creating systems and support services that help your customers find simplicity amidst the clutter of details, decisions and considerations in a competitive marketplace. If you're looking for an opportunity to demonstrate your professionalism, and build an effective team to satisfy the most demanding customers, use Einstein's First Rule of Work as a guide.

Einstein's Rule #2. From Discord, Make Harmony

While you're getting the hang of implementing Einstein's First Rule, you might want to parlay your efforts to include his Second Rule. Think long and hard about your referral goals from every customer and the value of those golden recommendations their friends and colleagues make. What does it take to create such customer loyalty? If your work builds harmony and banishes discord, your customers will be compelled to tell others about their experience. Harmony is such a rare commodity today, it always makes a big impression. Add the results of Einstein's Second Rule to your list of deliverables and your business will grow exponentially.

Einstein's Rule #3. In the Middle of Difficulty Lies Opportunity

Difficulties come in all shapes and sizes. Einstein's optimism was firmly based on an inquisitive attitude, looking deeper, thinking broader. Apply Einstein's Third Rule to explore every problem in a new light. Work to sustain and support innovation, to turn any new regulation, new restriction or requirement into new business opportunities. Learn to pick up the opportunities missed or ignored by your competitors, and your business will thrive.

About the Author:

Arden Bercovitz, PhD, CPS, as Albert Einstein, helps people expand creativity and explore new ways of thinking.

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