

Thinking-enabled Enterprise™ for Business Leaders

Thinking more, thinking better and thinking differently confers tremendous business advantage. Indeed, thinking ability constitutes the ultimate business resource, as a performance multiplier for every organizational initiative.

Enterprise thinking ability encompasses all individual and group capability within the organization – i.e. the thinking skills of leaders, managers, employees, teams, work groups, etc.

While thinking ability benefits the company, it clearly *belongs* to individuals. That sets up tremendous win/win opportunities. As employees gain thinking proficiency, the enterprise benefits and so do the employees, individually.

Employees can use their augmented thinking ability outside of work (e.g. at home, in community service, at play, etc.) and they take it with them, unencumbered, when they change jobs or leave the workforce for retirement or other pursuits.

This win/win benefit/ownership proposition provides the basis for building a Thinking-enabled Enterprise, with broad-gauge employee participation and support. Employees find self-enrichment through learning and development opportunities, while employers record gains through continuous improvement, problem solving, creativity, communication, innovation, collaboration and teamwork.

Most people routinely use a very small portion of their thinking potential. The pattern-making, pattern-using nature of the mind proves both highly effective and rather limiting. The 2,400 year old reasoning traditions of western society, that include argument and judgment, also tend to constrain thinking behavior. Most business organizations tend to narrow “acceptable” thinking latitudes even further.

For the most part, traditional business thinking tends to be analytical, logical, sequential and selective in forming judgments about existence, fit, causality, necessity, sufficiency, perceptions and expectations.

We have profoundly different thinking options available. These options like the gears in an automobile transmission provide highly complementary service.

The world’s foremost authority on thinking, Dr. Edward de Bono, labeled our usual mode of logical thinking as “Vertical Thinking” and he labeled the distinctly different way of using the mind for insight, creativity and humor as “Lateral Thinking”.

To that repertoire, de Bono added “Parallel Thinking” as a way of increasing the productivity of thinking, by collectively thinking in only one direction or mode, at a time. With Parallel Thinking, shorter, more productive, more congenial meetings ensue.

In recent years, “Design Thinking” – envisioning desirable possibilities and bringing them into existence by finding ways to make them feasible and viable – has shown great business value, well beyond the range of Vertical Thinking.

Imagine trying to win the Grand Prix, in first gear, or parallel parking, without using reverse. Now imagine becoming a Thinking-enabled Enterprise.