

[<Back](#) [Print](#)

You are receiving this email from Success Factory Ltd because you purchased a service or subscribed on our website. To ensure that you continue to receive emails from us, add info@thesuccessfactory.co.uk to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



Success Tips

January 2010

Hello

So what should you be focusing on this year Action or Reflection? Change or Continuity? Competition or Collaboration? Innovation or Consistency?

The answer is likely to be both! So we thought we'd share some thoughts with you on Polarity Management.

"Leaders and organisations that manage polarities will out perform those that don't"
Polarity Management Associates

In this issue

- Getting a Different Perspective
- Think BOTH/AND not either/or
- Inspirational Monthlies

Think BOTH/AND not either/or

Like many things good Polarity Management is actually a fairly simple change in mindset or way of thinking. The very basic principle is that in today's world, instead of saying 'either/or' we say 'both/and'. For example as a business it's important for us to be able to act

quickly and flexibly, it is also important for us to be able to reflect and make time for learning. So instead of being one thing to the detriment of the other, (active or reflective) we focus on how we can be **both** action orientated **and** reflective.

[This is Polarity Management, where we recognise that two activities that seem to be polar opposites must both be achieved](#)

Getting a Different Perspective



Do you find yourself asking questions with hard to find answers? Such as, 'why do most business projects overshoot the deadline' or, 'how can we increase innovation', or 'why is it difficult to have great ideas, which actually make money', or 'how do I really engage with my customers', or... the list is endless.

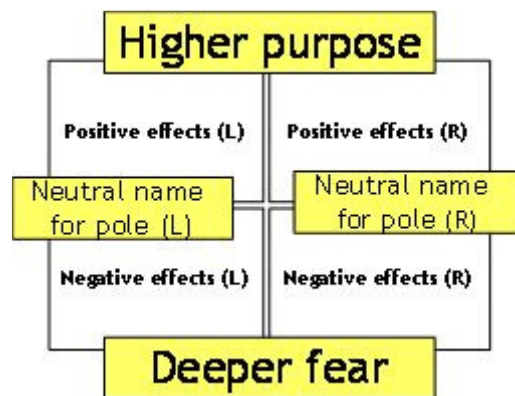
In the New World, change is happening constantly and at an exponential rate, so it has become harder and harder for our learning to keep pace. This means that doing what you have always done, no longer gets you what you always got.

This means that you might find that the answers you used to have to these questions don't seem to be as effective anymore. At

to reach our full potential. The process of mapping and managing these polarities allows us to appreciate the benefits that each can bring to the business and highlight the areas we wish to avoid.

So where do you start?

1. First of all identify your polarity, there are more than you think! A few examples, Action v Reflection, Change v Continuity, Competition v Collaboration, Individual Competency v Organisational Competency, Structure v Flexibility.
2. Next brainstorm the positive and negative affects of each pole.
3. You will now be able to identify the Higher Purpose, which is the result of achieving the positive aspects of each pole. You will also be able to identify your Deepest Fear, this is the result of the negative aspects of each pole being realised.



Once you have created your map you can begin to work on how to manage these polarities. This is called identifying 'Green Flags' and 'Red Flags'. Green Flags are the things that let you know you're working in the positive, Red Flags are early warning signs that let you know when you're moving into the negative. From here you can create an action plan that will incorporate good polarity management into your every day activities.

Polarity management is a fantastic tool for the world we operate in today, give it a go and let us know how you get on.



Successfactory we ask, 'why is this?' and 'what can we do differently?'

Getting together to share different perspectives has become essential. We stimulate our thinking by regularly meeting with people locally and from around the world to share new ideas, knowledge and learning.

We hold regular Inspirational Monthlies on the third Thursday of every month, here at our venue in Cheshire and link with our networks in Beaconsfield, Paris, Cape Town, Lyons, Bonn and the Netherlands.

We start at 6:00pm and at 6:30pm link into a conference call and presentation from a thought leader, we then have an opportunity to discuss and reflect upon what we've learned before finishing at 8:00pm. It's a brilliant opportunity to find pragmatic ways to deal with your business challenges and to reflect and share your experience with a fantastic group of people.

Useful Links

[Fascinating facts about how our world is changing](#)

[How are these changes impacting upon your business?](#)

Join our mailing list!

To discuss this Success Tip further, and to find out what Successfactory can do to support you or your team please call us on +44 (0)1829 771770

Inspirational Monthlies

On the third Thursday of every month Successfactory link up with people from all around the world to discuss what change means to us as Leaders. Join us for the next one at Successfactory, from 6pm to 8pm (it's FREE). [Click here to find out more](#)

email: info@thesuccessfactory.co.uk
phone: 01829 771770
web: <http://www.thesuccessfactory.co.uk>

[Please forward these valuable ideas to your friends - they will appreciate it and so will we!](#)

✉ SafeUnsubscribe®

This email was sent to kate.lightfoot@thesuccessfactory.co.uk by info@thesuccessfactory.co.uk.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Success Factory Ltd | Harthill Road | Burwardsley | Chester | Cheshire | CH3 9NU | United Kingdom