FUTURETHINK

Power Of Perspective

UNLOCK YOUR POTENTIAL BY WIDENING YOUR VIEW.

Getting 'perspective' means seeing things from another's point of view and considering different outlooks + outcomes as a result. It's worth it. Here's why it matters, and how to do it:

Incredible Benefits	• Improved decision-making (by challenging biases) • Enhanced creative problem solving • Increase in fresh ideas + disruptive opportunities • Decreased risk • Provides a competitive advantage
What's Involved	• **Perspective Taking –** This means understanding a situation from another's point of view. It involves active listening, rather than judging or defending. • **Perspective Seeking –** A more proactive approach, means reaching out to others to get their opinion on a topic or situation. This involves being more curious and open to realizing your potential blind spots.
Techniques To Get Started	• **Assign a Devil's Advocate –** Detailing what *can't* happen offers a path to discovering what *can*. Introduce this technique when innovation seems stalled. • **Invite Unusual Suspects -–** See new audiences for insights. *Who* you ask is just as important as what you ask. Consider asking new hires, customers that don't like you anymore, children, competitors, and others that will give you unique perspectives vs. 'what you want to hear'. • **Create an Advisory Board –** If you could have anyone, or any company give you advice, who would it be? What people outside of your team or company could provide a fresh perspective given their experience? • **Seek Unique Collaborations –** Toshiba and UPS. P&G and Clorox. Big innovations come from offbeat partnerships like these. Who could you partner with in industries adjacent or beyond your own? Who offers expertise in an area you don't have right now? • **Break from Routine –** Take a new route to work. Get coffee from a new place. Invite some unusual suspects or outsiders to your next status meeting to get fresh opinions. If you want to learn something new, you have to DO something new. • **Set up 15 min. 'Brain Dates' –** Schedule time for a brief talk with someone outside your normal circle who could teach you something totally different.

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