

Purple Thinking

www.purplethinking.biz

Colleagues

Purple Thinkers believe that all workers are Colleagues, not 'staff' and everyone's work, input and views carry equal weight from the lowest to the highest rank.

Purple Thinkers don't go in for directors car parking spaces or other status symbols.



Love Customers



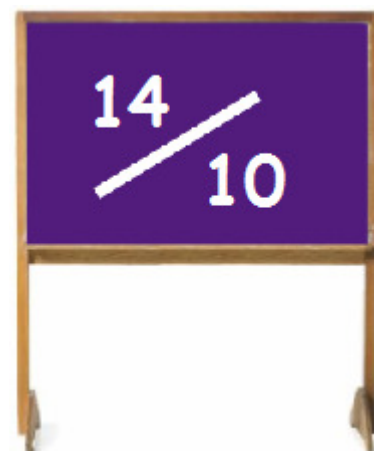
Purple Thinkers deliver 'Legendary Customer Service' to all their customers and because customer relationships are only ever going up or down Purple Thinkers fight to keep their relationships improving and developing.

Purple Thinkers work with as well as for their customers and are only interested in customers for life.

14 out of 10

Purple Thinkers don't think that 10 out of 10 is good enough and so they strive to break the barriers and go beyond.

10/10 is OK for grey thinkers - Purple Thinkers go for 14/10



Glass half full



Purple Thinkers don't allow half empty glasses, only half full or more.

When things go wrong Purple Thinkers fix them and when they go right they celebrate. Purple Thinkers look at problems as chances to improve and their first instinct is usually to say yes.

My Communication

Purple Thinkers don't allow 'nobody told me'. They know that communication is down to everyone and anyone. If you want to know anything, you ask and if you know something you pass it on. That's the rule.

Purple Thinkers have the usual briefings etc and they are just for back up, the main communication is down to 'me and everyone'



More mistakes please



Purple Thinkers believe that if people aren't making mistakes then they aren't trying hard enough and will 'call' for 'more mistakes please'. Provided mistakes are owned up to, sorted out so that they don't happen again and are not illegal, immoral or repeated - then they are seen as a force for good in the organisation.

One best way

Purple Thinkers believe that there is always, only 'one best way' of doing something - it's just a question of finding it and making sure you do it.

Once the 'one best way' has been found - that becomes THE way of doing things until a new 'one best way' is figured out and then that replaces it.



Bring in the Experts



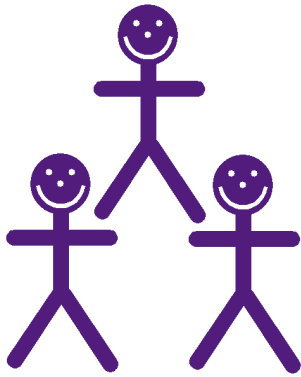
Purple Thinkers know that if there is a job that can be done better by someone else, like running IT, they contract it out under a partnership agreement. They do this because Purple Thinkers know that they can't be brilliant at everything and also because they know that this is a good way of working with the best people and so building the best team.

Mixers

Purple Thinkers are mixers, combining the best of different organisations, approaches, people, technology, ideas - or anything really. It's by using approaches like this that help Purple Thinkers to get 14 out of 10.



One Team



Purple Thinkers make sure that their team members all have clearly defined roles though these are flexible enough so that if someone needs extra help, they get it from a Colleague.

All bonuses are tied to the organisations overall success and teams socialise now and then because all work and no play is rubbish.

Purple Time

Purple Thinkers know that 'time is money' and so operate on a different time line. Purple Thinkers operate on normal time divided by two. This makes people think smarter about how to do things and concentrates the mind on efficiency.



We are where we are



It's said that if you ask for directions in Ireland they say "well, I wouldn't start from here!". Purple Thinkers know that, even if things are really bad it is always important to be honest about the things that need to be sorted out. Once those things are clear Purple Thinkers will be strong and handle tough issues because they know that leaving them and hoping that they will resolve themselves is unrealistic.

Process thinking

Purple Thinkers use processes to get things done usually writing them down and always agreeing them with everybody concerned.

Also, Purple Thinkers like to keep things simple so they often use 'three point plans' because they are easy to understand and usually are the best way of getting from A to B.



Sponges



Purple Thinkers are Sponges, listening carefully to how other people do their thing and soaking up the good stuff so that they can keep learning and developing themselves.

123 Plans



Purple Thinkers know how important it is to have a good sense of direction and so they always have plans that are clear on;

- 1) where we are now,
- 2) where we want to be
- 3) how we will get there.

Purple Thinkers take great care to get these plans right and to make sure that everyone understands them and is fully committed to delivering them.