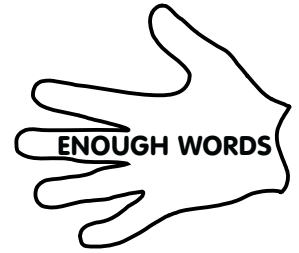




# A DOUBLE HANDFUL OF STANDARD PROBLEMS



Two standard business problems stem from how "the top" deals with ownership and using enough words to run a business. Ownership does not necessarily mean financial investment in the business. Emotional ownership, which will generate cooperation and creativity, stems from a sense of belonging, inclusion, identification with the organization, and a felt sense of appreciation. These issues do not come out of the thin air because people get paid and have benefits. Rather they come from the hard work at the top to create an atmosphere and attitude for the company.

	SYMPTOM	PROBLEM	ISSUE
1.	They don't care.	Lack of Ownership	WII-FM
2.	They don't think.	Lack of Ownership	WII-FM
3.	They are not committed.	Lack of Ownership	WII-FM
4.	They are not motivated.	Lack of Ownership	WII-FM
5.	They don't show initiative.	Lack of Ownership	WII-FM
6.	They don't listen.	Use More Words	TEAM
7.	They waste money.	Use More Words	TEAM
8.	They should know that.	Use More Words	TEAM
9.	They won't take orders.	Use More Words	TEAM
10.	They dont know business.	Use More Words	TEAM

Remember that motivation is an internal phenomenon. You can only seduce people with money or power if that is what they crave on the inside. Money and Power will often start companies. It takes more than that to flourish.

Ownership is not about money or power. It is about accomplishment, pride, affection, inclusion, cooperation, challenging work, loving relationships, supportive friends, proud production, creativity, fun, commitment.....



OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING  
YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.