


Subject: FW: Your email Thought Crimes has been sent

September 2011



Thought Crimes In Business

Dear Patrick,

In George Orwell's science-fiction classic **1984**, the fictitious world called Oceana was ruled by a secret group of Thought Police, who used psychology and technological surveillance of the citizens to determine who was guilty of "thoughtcrimes." Once detected, these hapless citizens were then jailed and reprogrammed so that they would become less challenging of the status quo and more accepting of the ruling authority.

The Thought Police were well aware of the power of an idea, the force of thought, and they were determined to stamp out contrary thinking to preserve the status quo. However, they failed to achieve their objectives because the tools they used --- primarily surveillance videos to monitor speech and facial expressions - could not actually detect contrary thought. They could only detect the outward visible expression of the thought, not the actual thought.

As we all know, our deepest innermost thinking is both private and secret. We may believe, deep inside, that our boss is an egotistical tyrant, but unless we vocalize that idea, he/she will never know what we truly believe. We may think that our prospect is a moron, but that's just our own private thought, isn't it? We're always believed that what we're thinking is just for us, and has little impact on the outside world. Or does it?

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The Messages of Water



Truth Water Crystal



Ugly Water Crystal

In a fascinating and brilliant work by Japan's Dr. Masaru Emoto called *The Messages of Water*, our conventional wisdom regarding thoughts and emotions is severely challenged. In this beautiful book, filled with exotic full-color pictures, he presents graphic evidence that our thoughts create a significant impact on the physical world.

Dr. Emoto has conducted hundreds of experiments with frozen crystals of water. His method is relatively simple. He exposes pure distilled water to spoken and written words, emotions and even photographs and then he freezes the water. Then, he removes one of the water crystals and photographs it with a high-resolution microscope. The resulting crystal images are dramatic.

When the water is exposed to the word "love", the crystal is beautiful and symmetrical. When exposed to the word "hate" the water is distorted and ugly. When a group of Monks chanted "peace" to the water, the resulting crystal images were astoundingly beautiful. The same water, exposed to curses and anger turns ugly and discordant. Both the written word (taped to the water bottle) and the spoken word (stated at the water) created the same effect on the crystal images.

The experiments included playing recordings of music at the water. Heavy metal music resulted in crystal structures that were bizarre and angry. Playing of baroque music results in beautifully formed colorful and symmetrical crystals. One of his more famous experiments included taking samples from Fujiwara Dam in Japan. The water was polluted and when photographed the resulting crystal structure was dull, dark and ugly. However, when Dr. Emoto asked priests from the Jyuhouin Temple to pray for one hour beside the dam, and samples were taken, the change was stunning: a clear, bright-white hexagon crystal emerged.

Dr. Emoto's conclusion is that ideas, words, and emotions (including sounds and visual images) create an effect, at the molecular level, on physical objects. This is graphically demonstrated in thousands of images from the water crystals. And, since the human body is approximately 70% water (on average) it is an inescapable conclusion that these same effects will be felt by our bodies. Whether you choose to call it ESP (extrasensory perception), telekinesis, or simply label it the "woo woo" effect, here is dramatic evidence that those "secret" and "hidden" thoughts are actually being transmitted and FELT by those around us.

The Pygmalion Effect



Let's examine what these breakthroughs mean in the world of business.

It has long been known in the business world that people will perform according to the expectations that others have for them. It's a psychological fact that something called "The Pygmalion Effect" can account for huge differences in performance. When management has limited expectations of their employees, they receive limited results. When expectations are high, employee performance becomes exceptional.

In a series of well-publicized experiments, The Pygmalion effect (also called the Rosenthal Effect) was studied at length with elementary students, which proved conclusively that teacher's expectations of their students became a self-fulfilling prophecy. In a blind test, teachers were told in advance that some of their students had high IQ's, and some had low IQ's. Even though this information was false, the educators behaved differently towards their students based on their expectations, and subsequent IQ testing found that the students who were "bloomers" achieved higher test results and the students who were labeled "late bloomers" had lower test results and lower IQ's. In short, the expectation of the TEACHERS determined results by the students.

Even though the Pygmalion Effect has been proven in the worlds of business and education, it has not been fully understood. Researchers could document the results of their experiments, could show the results of expectations (by teachers and managers) on their students or employees, but until now there was no scientific explanation for the results. Until now!

The answer comes to us from the Water Crystals of Dr. Emoto. In his landmark book, he proves to us with beautiful and convincing pictures that our thoughts, our feelings, and our expectations affect other people. What we say, what we do, and what we THINK, determines the outcome. Until now, we never fully understood the Pygmalion Effect.

It turns out the Thought Police of 1984 were correct. Our thoughts do affect other people, either positively or negatively. While we can't be jailed for thinking evil thoughts about another person, perhaps that time is not so far distant in the future. Meanwhile, it would be sound business practice to look inward and to start policing our own thoughts. Thinking "Success" rather than "Failure" might be a great business practice!



The Connexia Group is offering a complimentary Sales Operations Assessment as a way of introducing ourselves to potential new clients. This one hour assessment session is conducted either in your offices or over the phone. Using a proven structured approach, and the right questions, we will help you to identify the root causes of your sales productivity issues.

We promise to provide at least three actionable ideas which you can use immediately to boost performance. At our election, we'll provide a follow up services proposal for your consideration. There is no cost or obligation for this complimentary service. If what you're doing is not meeting your objectives, it may be time for a change.

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In next Month's column, we'll be giving you practical tips on how to use the Pygmalion effect to your advantage in Sales. Wouldn't you like to know how your expectations during a sale could create an irresistible impact? How about resistance-free selling?

Until next month,



Patrick McClure
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