



Media Topics

What We Can Comment on in the Media.

1. Why business results in today's 'new order' are driven by mindsets, not marketing

Control your mind, control your results. The way our clients perceive our organisations will determine whether we succeed in today's new world of business. And to be perceived as trustworthy, authentic and sincere, we need to first change our habitual thinking patterns about our organisation, our role and our clients. With new mindsets, our behaviour and decisions will change, and thus the way we present our organisation and ourselves to the world.

2. The 'human' products that will enable Private and Priority banking to climb out of the crisis

When the returns to be made on our investments are good, we are more concerned with finding the highest return product than whom we are dealing with. But when we are scared and looking for reassurance, we turn to the person behind the product to guide our decisions. When Private and Priority banking realise that clients' trust in their people today is the deciding factor however 'plain vanilla' the product, then they will be ready to climb out of the crisis.

3. How to change the way we do business in today's turbulent market by getting 'soft'

So much for the 'hard' elements of business such as stretch targets, product-pushing and measurable factors. These elements worked in the 'old world' of business where everything went up. In today's 'new world' of business elements such as empathy, reassurance and understanding are the keys that open the door to the one thing that will set one organisation apart from the rest: trust. The rest, as they say, will take care of itself.



4. How Learning and Development can avoid a meltdown in today's new world of business

Learning and Development in today's new world of business has no place for self-improvement or skills acquisition that does not produce execution on the job which creates a pre-determined, measurable business impact. To avoid a meltdown, Learning and Development must prune itself so that it is like a highly focused laser, small but with enormous power to burn concrete change into the heart of business.

5. The 'difference that makes the difference' in employee performance today.

What used to make the difference in employee performance was new skills acquisition, behavioural change, and reward systems. Today, we need to look behind these differences and identify and work on the underlying factors that make a difference in all skills, behaviours and motivation. These underlying factors are our sense of identity at work, our beliefs about our organisation, our role and our clients, our values, and our habitual thinking patterns. It's time to put these factors at the forefront of employee performance and stop calling them 'wishy-washy psychobabble'.

For more, click the following URLs or Email us:

Web: www.egyii.com

Twitter: [Follow Egyii on Twitter!](#)

Email: stuff@egyii.com