

Understanding | Prospective

You are a Prospective thinker. You realize that while you cannot alter the past, you can change and prepare for the future. So that is where your thoughts lie, and as the future unfolds, so will many new challenges and opportunities. You are intrigued by what those differences might mean for you, your customers, and your company. You are curious about trends and innovations that will create change and are often thinking about how you can prepare for and take advantage of those new circumstances.

Your natural orientation towards the future can be advantageous in dealing with customers. Get them to talk about their future plans. What changes do they see on the horizon? What are they doing now to prepare? Often these kinds of conversations open the door to how your products or services might help them. Your keen interest will encourage them to speak more freely and regard you as a helpful change agent. You may well have a knack for vividly portraying what the future will look like, particularly emphasizing the benefits of what you have to offer. Keeping yourself well informed about changes in your industry will only enhance your reputation with your customers.

Collaboration Alert: Be careful not to stray too far out into the future and thus get well beyond your customer's time frame for action.

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The Science of Performance