

Imagine It. Done.

In a crowded marketplace, how does a company position itself successfully to appeal to what every customer wants? These three small words resonate so well with the perceived strengths of Unisys, a global IT services company, that there was no question of replacing them in the current re-branding campaign. Unisys' Global Advertising Director, Graham Roberts, says he has never seen a tagline adopted internally so fast as this one when it was introduced in 2002. Indeed, it became so familiar that it once appeared as a clue in the New York Times crossword puzzle.

At the beginning of a new work year, how does an individual position themselves successfully to achieve the objectives before them? Here, too, visualisation may provide the answer, corroborated by principles emerging from neuroscience, evolutionary biology and physics.

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1. *Making good intentions powerful*

It is necessary to imagine something in order to realise it. Indeed, the more detail we add to our picture of the future, the sooner we can create it through achieving it in small steps. Conscious intention is powerful also because it trains the mind and body to focus, and provides opportunities for rehearsal.

To be effective, it is important to be consistent. In business, we usually focus on the actions we need to take. However, whether we are aware of them or not, our feelings are not secret in this process, and positive thinking alone is insufficient. Our heart must be in our intentions and our energies behind them.

2. *Seeing things differently*

While some goals stimulate us to develop in persistence, patience and learning, others may appear as soon as we change the way we view our circumstances. We only need to turn the mirrors of a kaleidoscope a little for a completely different pattern to emerge from the same pieces of coloured glass. For example, when we act "as if" what we are aiming for has already arrived, we may see how we already have the solution to the challenge we face.

Visualisation can also help individuals position themselves successfully

3. *The power of attraction*

The self-organising force of nature draws simple units into more complex ones, for example, molecules into atoms, people into society, employees into companies. Like appears to attract like, and our attitudes as well as our behaviours are important. For example, when we recognise that "success breeds success" we are acknowledging this truth.

This concept suggests that the very act of creating an intention generates an external momentum to support the realisation of our goal. We sometimes experience this in moments of coincidence when something we are seeking appears from an unexpected source. It implies that our responsibility for our circumstances may be greater than we imagine, and when we find we do not have what we intend, we can align ourselves more closely with what we prefer.

4. *Letting go*

No matter how competent, creative or influential we are, we cannot fully control our outcomes. Paradoxically, it is often in the moment of relinquishing our need of the thing we want that it realises itself for us. Possibly this is because we can count on the natural world working generally for our benefit, as it does for other species. We have daily evidence of the complex regenerative intelligence in our bodies, which is just as awe-inspiring, and perhaps more reliable, than our cerebral reasoning powers. When we are able to access both forms of intelligence together, we can be confident that our actions will bring success, like planting seeds that can be expected to grow in the right season.

The power in visualisation is not wishful or magical thinking, but rather the ability to create a clear picture of what we want, to recognise it in the circumstances we create, and to trust in our own abilities to bring it about.

For as Unisys' slogan so clearly conveys, there's a world of difference between simply having goals and saying "It's as good as done, whatever it takes".*

(*Borrowed from "True Work" by Michael & Justine Willis Toms)