

Making Sense of Science

June 2009

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 Avoiding the 5 big mistakes made by inventors.



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How Does Science Help My Business?

Hello, again! You're by no means the only person to be wondering this. I'm happy to explain. Science helps your business not merely by being a collection of extremely reliable facts. Rather, and more importantly, science is the means of discovering new facts. The eminent British scientist Richard Dawkins said:

"Science is the most powerful tool ever devised for finding things out."

It works on everything from Atoms to Zebras, from the lowliest snail to the fastest cosmic particle, from the newest flu virus to the most ancient galaxy (the Ford Galaxy, I think). Science is the process of determining what is fact and what is not. This certainly isn't news to you. What many people don't realize is that this tool also works amazingly well in Business!

Companies that adopt a methodical system of "finding things out" or learning as a corporate value can experience success in any economic climate and during dramatic changes in technology, changes in global competition, and changing regulatory environments. Companies that do not learn and adapt are eventually swept away by the same forces.

As examples, take two very different companies under two very different leaders: Microsoft under super-nerd Bill Gates and General Electric (GE) under the ultimate corporate machine Jack Welch. In their biographies, both of these men say that a large part of their success is due to turning their companies into "learning organizations."

While Gates was starting with a clean slate, Jack Welch had to reverse 100 years' worth of the attitude, "We do things the GE way because that is the GE way to do things." He managed to replace that old way of thinking with a desire to discover the best way to do something regardless of where the idea comes from. Bill Gates had to train his people to accept challenging him and being challenged by him. This is not easy. How comfortable would you be having an argument with the world's richest man?

Both companies had to make sure they were rewarding rather than punishing innovators, even those not entirely successful. Both leaders made company heroes of successful thinkers rather than rewarding only the most stubborn unthinking bureaucrats clinging to tradition and rules. Any organization can do that. It starts as soon as the leader "gets it" and begins selling it to the company culture.

Culture? What does that have to do with business? Andrew Forrest, one of Australia's wealthiest men, understands how important culture is to a business. He said, "To convert a dream into reality you need people. And the culture you can instill in them is the most valuable element of any company." (WA Business News 27 August 2007).

When you combine culture and a system for learning (science), you get the thing that Jack Welch and Bill Gates were talking about: a learning organization. Having a company that loves to learn is an extraordinary competitive advantage. But how can a company actually learn and still make money?

You may have realized by now that the science you learned in school does not translate well into the competitive world of organized business. That's why I have created a system for "finding things out" that is engineered specifically for businesses. To learn more about it, please visit www.p-r-o-system.com.

Innovation: Evaluate before spending money.

Inventors often commit thousands of dollars to patents and prototypes without first asking themselves if it is a sound investment. Is this wise? Would you buy a house before having building inspectors and pest experts check it out? Would you buy a used car without having a trained mechanic look it over first? Of course not.

Now there is a low-cost way of getting a safe, independent, expert, confidential and unbiased assessment of the commercial potential of your new idea. Please visit www.GradeMyIdea.com.

Regards,

John

Next time: What are the major strategic mistakes that inventors make?

See John Jacob in person at Horizon Planetarium (Perth, Western Australia) July 20, 2009. How do we know that man actually walked on the Moon on this day, forty years ago? This is a FREE event.

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