



PowerSuasion's Philosophy

about people

Every person creatively strives for a sense of place and value--a personal purpose--in his or her chosen community.

Every person moves toward his or her perceived fulfillment and moves away from his or her perceived deficiency.

Every person moves toward the fulfillment of his or her perceived place in the world.

Every person pursues strategies perceived by her or him to achieve the personal purpose.

A person's errors are the result of faulty understanding--a mistaken idea about the situation.

A person's fulfillment is dictated by the mysteriousness of his or her soul--and only through aligning with the requirements of the soul will she or he find authentic one-ness with destiny.

about learning

Humans are predisposed to learning. They have to work hard not to learn because by nature they want to learn and explore.

Humans learn best when all their capacities are engaged--mental, emotional, physical, etc.

Humans learn best when the information they need is supplied when they need it in a way they can easily grasp and understand.

Humans learn best when they have experienced a deficiency that the learning will fill.

about communication

Most probably, we will misunderstand; we will be misunderstood.

All communication is purposive--having a specific purpose and objective.

turning information into action

PowerSuasion Inc.
400 E Randolph
Suite 503
Chicago, IL 60601-7329

email: info@powersuasion.com
web: www.powersuasion.com
tel: (312)777-1010
fax: (312)565-2261



about creativity Creativity is that which is not yet!

Imagination is about being there and then, rather than here and now.

Innovation uses creativity to achieve a goal; creativity uses innovation to envision the goal.

Art is the by-product of the creative process; the purpose of the creative process is the experiencing of the creative fire.

about work We honor the world of work—its complexities, dilemmas, and multiple demands.

We value the business community as a thriving, fascinating, ever-challenging living system of vibrant organisms.

We value collaboration.

turning information into **action**