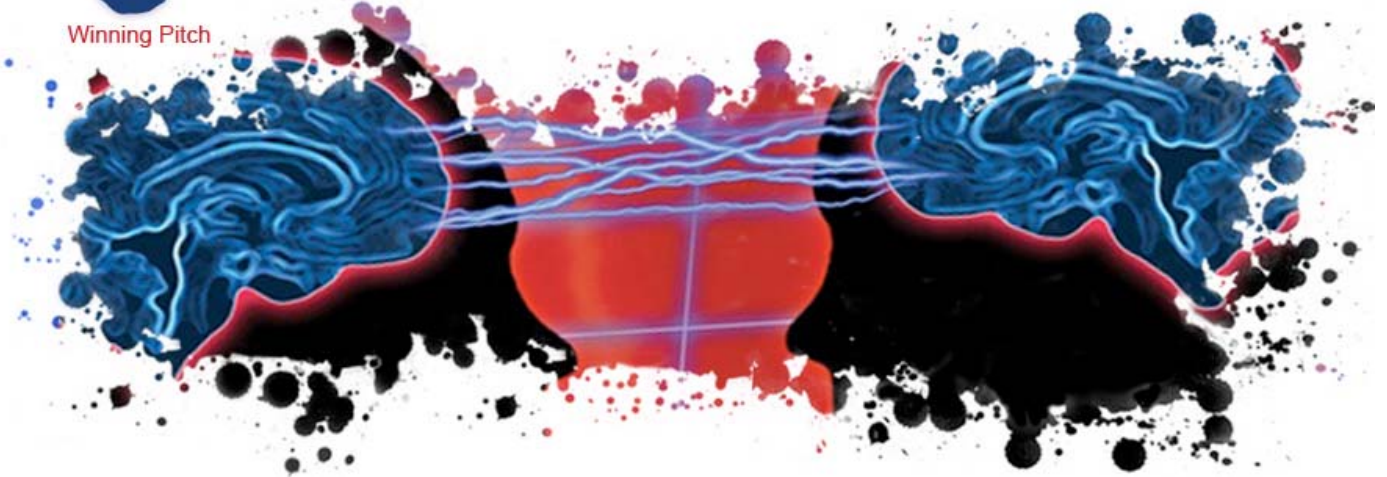




Winning Pitch



thoughts from john leach

ULTIMATE COMPETITIVE ADVANTAGE

The ultimate source of competitive advantage lies with personal and self-development. Having had the great fortune to have worked with some of the best companies in the world, a common theme in achieving excellence is the atmosphere of a learning environment. Those businesses that create the opportunity for learning benefit enormously from the impact it creates - high tuned individuals that want to do better.

This is also my observation of winning individuals; they have a thirst for learning and developing their skills and competencies. However this route to learning can be both through formal and informal means.

The informal routes involve what I call the power of observation and experiential learning, watching what the best do and then learning from that - this is a key development route for many entrepreneurs and successful individuals. As one award winning Director said to me this week "*There are a number of people who have influenced my career, I watch what they do, get under the skin of why they are so good, learn from it and inject my own personality into the approach to make it mine*". Learning on the job can often fast track success.

The formal routes involve personal investment, both time and money in accessing new learning, this could include doing a part time MBA, buying self help books or going to weekend courses, listening to a pod cast or motivational CD in the car. A client that I am currently working with describes his long journeys in the car as time well spent - "*His learning laboratory, listening to motivational CD's and audio autobiographies*"

Learning means different things to different people and is accessed in many different ways. Whatever routes - I stand by the fact that the ultimate source of competitive advantage sits within you!

Contact h.lomas@winning-pitch.co.uk for further details or to share your feedback with Winning Pitch.



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