

THE LUCK FACTOR IN BUSINESS

Research has shown that most business opportunities come through recommendation and personal contacts, so why is it that some people seem luckier than others? How is it that some people always seem to be in the right place at the right time? Is it just pure luck or is there something more to it?

Nina Len a Business Psychologist and director of Q-OPD International provided some curious and entertaining insights into the 'Luck Factor in Business' when she spoke to an audience at the CIPD meeting at South Hill Park, Bracknell.

Are people born lucky or can luck be created? Can you increase the amount of luck you experience in your life? Professor Richard Wiseman, an expert on luck, draws the distinction between 'Chance' and 'Luck'. Chance is defined as something that is totally out of an individual's control like winning the lottery whereas when people describe themselves as consistently lucky or unlucky then it is probably due to something they are doing. Exploring the issue further he did indeed find differences in the attitudes and behaviours of Lucky people compared with Unlucky people. He identified 4 major differences that he called the Luck Factors:

1. Maximise Chance opportunities
2. Set positive Outcomes for what you do
3. Use gut instincts to inform decisions
4. When bad things happen look on the positive.

More than that, when he taught the 'Unlucky' people these Luck Factors they, over a period of time, became luckier!

During the seminar Nina Len expanded upon Luck Factor 1 describing how Lucky people extend and manage their business networks in order to maximise chance opportunities. She shared tips drawn from Neuro Linguistic Programming (NLP) which provides the 'how to' skills in order to create successful results. NLP has distilled the specific steps that we need to



take with our mind, body, beliefs and attitude in order to maximise our results. These are easily-learnable skills as was demonstrated in the interactive exercises during the seminar. Many business and professional people are ensuring that they increase their luck by honing and developing their skills by taking an NLP Business Practitioner programme.

However, not all NLP training courses are aimed at business or professional people many have a general or therapeutic focus and one needs to be aware of this as you could get a less than useful training.

Q-OPD International provides NLP Practitioner training for business and professional people so that all the skills learned are relevant to people who work in or for organisations. Q-OPD's Thames Valley-based clients have included: Johnson & Johnson, Boehringer-Ingelheim, Fujitsu, Janssen-Cilag, GAME as well as the MoD and NHS. Q-OPD International's next fully certified and internationally recognised NLP Business Practitioner programme starts in May 2008 and will be held at the Bracknell Hilton Hotel. For more information please access the website www.qopd.co.uk or telephone 01344 484634.

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