



MBD^{insight} #44

**Business Development is Hysterical Activity
On the Way to the Grave;
It is not Relevant Social Behavior.**

Do you find yourself taking your professional role as a Business Developer too seriously? In the almost 30 years we've been helping students differentiate between and prioritize self-identity and role identity, it still surprises us how many students continue to place their professional role at the top of their priority list. While your role identity as a Business Development professional generates revenue and provides financial security for you and your family, it's simply not the most important role you play. It's just one of the many roles you play in your life ... True? To break it down, your professional role affords you the daily opportunity to help other people, learn new and interesting things, receive financial reward, and if you choose, it offers you the opportunity to have fun!

In the greater scheme of things in life and in light of our mission, Business Development is really hysterical activity. Those of us who've been in the role for any length of time have lived through more human behavior stories than could be found in the most colorful *New York Times* bestseller. Quite honestly, Business Development is not activity that often engenders the most relevant social behavior. Look at your daily behaviors. Consider the questions you ask, the behavior you exhibit, your ability to engage other people, and your ability to work from their perspective. These are not the behaviors exhibited by the typical business professional.

To be even more successful in Business Development, lighten up, enjoy the journey, learn from your prospects, and learn from your experiences. As a professional Business Developer, don't take yourself too seriously nor take any situation too seriously, and always, always, always be thankful for your resulting opportunities.

Copyright 2006. All rights reserved. Mastering Business Development, Inc.
5935 Carnegie Blvd, Charlotte, NC 28209
704.553.0000 Fax 704.553.0001 www.mbd.com



Founded in 1979, Mastering Business Development, Inc. (MBDⁱ) is an international Business Development consulting firm that offers an end-to-end suite of revenue generation services targeting Fortune 200 and midsize firms primarily in the engineering, scientific, and research related industries. We specialize in the design, development and tactical implementation of customized revenue generation processes. Our Business Development services include: operational strategy and planning; tactical process refinement and integration; personnel search, selection, testing and placement; and Business Development process training at various levels.