



**MBD** <sup>*insight*</sup> **#45**  
**Work on the Right Side of the Problem**

Often, when we encounter problems in the role of Business Development, it's because we're working on the symptoms of the problem, rather than the real problem itself. Getting to the root of any real challenge, by identifying the first cause and addressing it rather than just dealing with the symptoms, is what counts. This ability to delve deeper, makes us successful in our roles, but is also the basis of the **MBD Business Development Process®**.

As we challenge ourselves to improve, we tend to work diligently in constructing our process, refining our skills, establishing our goals, and working our plans. These are all good left-brain, quantitative approaches. However we need to work on the right-brain side of the challenge too. This means learning to risk and to fail, maintaining a healthy self-concept, communicating our purpose early, establishing our long-term mission in life, and continually measuring ourselves against our principles, values and ethics.

In order to uncover the real cause of any problem, you need to understand yourself, in both short-term and long-term thinking, and possess the ability to be a left-brain quantitative individual as well as a right-brain qualitative individual. Business Development Professionals understand it is a combination of **who they are** as an individual, the application of their knowledge competency, and **what they do** mechanically with that knowledge, that makes them successful. The strongest driver of success in the role of Business Development is not the left-brain, short-term mechanical aspect, but, rather the right-brain, long-term perspective, understanding your long-term mission and your short-term purpose in the role.

To be successful in the role of Business Development, **work as hard as you can on the problem, and then even harder on yourself.**

<sup>*i*</sup>  
MBD launches new website. [Check it out here.](#)

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](http://www.mbd.com)



<sup>*i*</sup>  
Founded in 1979, Mastering Business Development, Inc. (MBD) 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