

# Bridging the Gap Between Research and Business

*Understanding & Respecting Differences, Focusing on Points of Agreement, and Framing Information Exchange are essential to Transform the Gap into Synergy.*

## Research

### Intrinsic

### Extrinsic

## Business

#### Listen to Understand:

##### DONTs

- ∞ Hear prejudicially
- ∞ Listen for hypocrisy
- ∞ Speculate on why the message is being said

##### DOs

- ✓ Create a Listening Mindset that is open and unbiased
- ✓ Remember Differences in Values, Dispositions and Motivations
- ✓ Focus on understanding what is being said

SYNERGY

SYNERGY

#### Listen to Understand:

##### DOs

- ∞ Give Undivided Attention
- ∞ Yield to Expertise
- ∞ Be Sincere
- ∞ Compliment Abilities

##### DONTs

- ✓ Interrupt Train of Thought
- ✓ Pressure
- ✓ Control

#### Communicate Effectively:

##### DONTs

- ∞ Ask Open-Ended Questions
- ∞ Argue Technical Details
- ∞ Theorize
- ∞ Question based on Morals

##### DOs

- ✓ Frame Appropriately
- ✓ Speak Confidently
- ✓ Explain Concisely
- ✓ Commit Cautiously (Timing)



#### Communicate Effectively:

##### DOs

- ∞ Frame Appropriately
- ∞ Speak Plainly
- ∞ Measure Objectively
- ∞ Challenge Cautiously
- ∞ Incentivize Intrinsically

##### DONTs

- ✓ Lose Self-Control
- ✓ Demand Conformity
- ✓ Minimize Altruism
- ✓ Be Insincere

#### Dispositions & Motivations:

Time has no significant meaning; Goals are based on solving problems, making the world a better place, contributing to the common good; Justice and Moral Authority are fundamental measures of Respect; Physical and Legal Ownership is of little import; Contributions are minimized and qualified when compared to the whole.

#### Dispositions & Motivations:

Time is of the essence; Goals are based on gaining Wealth, Power, and Influence; Social Position is fundamental measure of Respect; Protecting and Preserving Achievements are essential; Benchmarks of success are maximized and quantified based on Positions and Salaries

ENTROPY

ENTROPY

#### Intrinsic Values:

- ∞ Altruistic
- ∞ Intangible / Theoretical World
- ∞ Idea Driven
- ∞ Position has Functional meaning (who is unimportant)
- ∞ Power is based on "comparative" Intellect / Contribution

*Two things inspire me to awe -- the starry heavens above and the moral universe within.*



Apples



AND



Oranges

R: 100% G: 0% B: 0%

R: 100% G: 50% B: 0%

#### Extrinsic Values:

- ✓ Darwinistic
- ✓ Tangible / Physical World
- ✓ Task Driven
- ✓ Position has Power meaning (who is very important)
- ✓ Power is based on "additive" Wealth / Influence

