

# The Power of Positive Thought

Those who intend to succeed in business must master their intentions



STORY BY **BOB BENNETT** | ILLUSTRATION BY **NOLI NOVAK**

It appears that a majority of people today think that our business climate has experienced a tremendous downturn and is heading even lower. While we can't deny the truth, is it possible that if those negative business thoughts were intentionally reversed, the economy would turn around and grow rather than shrink? If a majority of people begin to *think* economic growth, couldn't that make it so? Maybe, maybe not. It

Committee of the Academy for Scientific Interrogation. Today, The Backster School of Lie Detection is the oldest polygraph school in the world.

One morning after working all night, Backster attached his polygraph leads to a leaf of a dracaena plant in his office. He wanted to determine how long it took water to travel from the plant's roots to its leaves. Due to the plant's responses, he randomly

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depends on the level of intention behind the thoughts.

You may have heard that "thoughts are things." That is true; they also influence other things. Every great invention and benefit to mankind began with a single "thought."

Do thoughts create reality by themselves, or do they require some additional impetus to manifest results? This question brings Cleve Backster to mind. Backster developed the initial polygraph program for the CIA in 1948 and then served two decades as an interrogation specialist. He was also chairman of the Research and Instrument

considered burning the plant's leaf. Before he even lit a match, the polygraph strongly registered that the plant sensed his intention. Through thousands of subsequent experiments, Backster and others discovered that while plants and other entities do not react strongly to basic thoughts alone, they do react severely to thoughts with intentions of harm.

This indicates that intention is to thought as current is to voltage. For instance, a carpet-related static electricity shock can contain up to 25,000 volts but very little current, and it is non-fatal. However, if you

could multiply the amperage of that static shock by only 100 times while you shuffle your feet on the carpet, you could be dead the next time you grab a doorknob.

Based on this fact, if the majority of the business world would think with amped up positive intention that the economy is experiencing a marked increase, business will manifest an economic upturn. The same concept applies on the micro level, as well, and can apply to any individual business.

Lynn McTaggart wrote "The Intention Experiment" in 2007. In it, she explores the science of intention and its effects on the world, summarizing the results of thousands of experiments conducted by scientists on a world-wide basis. The work of physicists such as Einstein, Bohr, Heisenberg, Popp, Radin, Bose, Paivio, Tiller, Targ and many more has proven that the essence of intention is the most powerful aspect of thought.

If a house plant can sense a person's intention, then the average human most certainly has the same ability. Whether you "think" it or not, clients and prospects closely evaluate the intentions of your company and all that it stands for. Without properly directed intention, the message you and your associates think you're projecting may not be the one they are receiving. The business community's perception determines your success.

Therefore, if you wish for your business to flourish, you must imbue your thoughts and actions with right-thinking intentions. Permeate your environment with positive pro-client intentions each and every day. The more times you lead your staff to be proactive with positive intention, the more powerfully your message will be accepted by the business community.

Consider the static electricity scenario: If your business intentions are not amped up in a truly positive manner, then you may just be a static spark as opposed to a killer lightning bolt of commerce. **KCB**

Rotating columnists are **Bob Bennett**, founder of Commworld of Kansas City and owner of OneCoach of Kansas and Missouri; **Cheryl Womack**, chairperson and CEO of The Star Group and VCW Holdings; **James Daley**, dean of the Helzberg School of Management; **Clark Davis**, vice chairman of HOK (Hellmuth, Obata + Kassabaum); **Michael Song**, executive director of the Institute for Entrepreneurship and Innovation at the Henry W. Bloch School of Business; and **Bob Marcusse**, president and CEO of the Kansas City Area Development Council. Opinions expressed here are strictly those of the writer and are not endorsed by Anthem Publishing or its subsidiaries. To respond to this column, send comments to [mailbox@anthempublishing.com](mailto:mailbox@anthempublishing.com).