GB Marketing Enterprise Review the Benefits of Systematic Thinking

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Whilst entrepreneurship is widely reported to be a career choice that requires bravery and the ability to take big risks, GB Marketing Enterprise are keen to outline how entrepreneurial success is just as reliant on systematic thinking.

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com/about-us/

Systematic thinking is the process of understanding how things that may be regarded as systems influence one another within a complete entity, or larger system. Whilst this may seem counterproductive to the entrepreneurial experience – which relies heavily on creativity and taking huge leaps of faith, GB Marketing Enterprise believe that learning the principles of systematic thinking and integrating these into daily working practices can actually improve an individual's rate of success. This is because trusting instinct alone takes time, so there must be some level of both life and work experience in place before an entrepreneur can put their faith in their gut instinct. Cultivating the habit of systematic thinking can help entrepreneurs influence positive outcomes and build up the experience and confidence to branch out on their own and take risks in the future.

For entrepreneurs, the process of systematic thinking involves identifying and analysing a problem before jumping into action, by formulating multiple solutions, defining and establishing a selection criteria and being bold in order to make a final decision. GB Marketing Enterprise understand that on the face of it, this process may seem daunting and complicated. Therefore the firm has offered the steps they believe can help new entrepreneurs approach problems systematically and form a stronger foundation from which to further their entrepreneurial journey.

1. Set the bar high

If a person aims low, they will only ever shoot low and fail to progress at the rate required to be unstoppable. Setting a high bar allows an entrepreneur to set smaller 'mini goals' on their journey to the top, which offers a constant source of motivation.

2. Think

Time is not always on an entrepreneur's time; however it is important to set time aside for deep, hard thinking. This will generate more creative solutions that defy convention and allow for problems to be tackled from every possible angle.

3. Document

Documenting these thoughts helps put things in perspective and allows for them to be examined further down the line. No matter how irrelevant they may seem, all thoughts should be recorded and investigated.

4. Set a limit

When working on a specific problem, entrepreneurs should give themselves a specific time frame in which to find a solution. Otherwise, they may never come to the end and get distracted looking for a better solution when it doesn't exist.

Based in Cardiff, GB Marketing Enterprise are paving the way for a new generation of direct marketing, using face-to-face communications to get their clients the results they deserve. By breaking the mould and moving away from impersonal mass marketing techniques the firm are able to form stronger connections between their clients' brands and their consumers. In turn, this allows for greater brand loyalty, customer satisfaction and a higher rate of quality sales.

Working in a progressive industry, the firm have committed to seeking out and nurturing the best new direct marketing talent, and offer young marketing professionals the opportunity to learn entrepreneurial skills and set firm foundations for industry success. Through this process, the firm help young professionals build experience, take on new challenges and think like entrepreneurs - allowing them to excel at a faster pace in the business world.

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