



REVOLUTIONARY THINKING

What do we mean
and why?



‘Revolutionary Thinking’
is a way of thinking that is completely new and has
the potential to make a difference.

A revolutionary person fearlessly advocates change,
however radical. They challenge the status quo.
Like the word “revolve”, it’s about turning things around.
You don’t need to be political to be a revolutionary.

Purpose

We want every person in our business to pursue improvement in every aspect of what we do, continually looking for ways we could become better.

Method

Whatever their responsibilities, we want them to consider whether or not the approach they, and we, are currently taking is achieving the best outcomes.

The logical way of doing this is to go “back to the beginning” and first identify the objective(s) we want to achieve. Then review whether these objectives themselves need improvement. Next, decide whether or not the best way of achieving them is what we currently do. If not, think about how best to improve the approach.

Outcome

The obvious outcome is improvement.

OWNERSHIP

We want every member of the Tavistock Investments Team to realise that **what they do makes a difference** and to feel that their job is not just what they do between 9.00 and 5.00.

It is impossible to “stand still” in business – if we are not moving forward, we are going backwards. So everything that each and every one of them does either adds to our ethos and brand, or detracts from it.

It is essential that every person contributes to our Brand ethos. We all share the responsibility.

“Act as if what you do makes a difference. It does.”

William James

BE A REVOLUTIONARY THINKER.