



Perspective: Learning to See the Business World Through the Eyes of a Cultural Anthropologist

John Mirocha Ph.D.

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Perspective is the ability to step outside of one's current situation and view it from a more objective and dispassionate point of view. Having a clearer and more accurate perspective allows one to view the situation one is in a new, more insightful way, seeing to the core of complex issues. The result is finding clear priorities and thoughtful, prudent solutions. A lack of perspective can lead to poor personal and business performance. Unclear decision making criteria, looking at the wrong priorities or being dulled by the sheer speed and complexity of today's business and life situations are often at the root of not having an accurate perspective. Unwise choices build on each other creating problems that make things worse, not better. Using the wrong priorities wastes precious energy. Being dulled by complexity makes it difficult to find the key leverage points in an important business dilemma. Drawing on the wisdom of cultural anthropology, John Mirocha guides us through the understanding and application of five insights that help us establish, nourish and enrich our leadership perspective in business, society and life.

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