

## ***Are you a positive thinker or a negative thinker?***

You may have heard this very old story illustrating the difference between positive thinking and negative thinking.

When I heard the story it woke me up to the simple truth behind the different perceptions people hold, and how this difference leads to different opportunities and results.

How may this ring true for you?

Many years ago two salesmen were sent by a British shoe manufacturer to Africa to investigate and report back on market potential.

The first salesman reported back, "There is no potential here - **nobody wears shoes.**"

The second salesman reported back, "There is massive potential here - **nobody wears shoes.**"

This simple short story provides one of the best examples of how a single situation may be viewed in two quite different ways - negatively or positively. We could explain this also in terms of seeing a situation's problems and disadvantages, instead of its opportunities and benefits.

***... brought to you by Poppy George, Director of Training***