

## Thinking, Thought, and Execution

*by Jon Craighead*

*"The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking." Albert Einstein*

This article focuses on thinking, thought, and execution in their application to the practice of business. The areas of universal concerns in business are strategy, change management, economics, disruptive innovation, creative thinking, risk management, environmental consciousness, adaptive leadership training, and workforce development.

Thinking is an on-going human process. It's who we say we are and are not; it provides a sense of self-identity. Additionally, it is being present to and consistent with our perceived values and commitments, and it supports operating in alignment with those values and commitments. This is a process of using one's mind to consider or comprehend something. It's an amazing fact that we are thinking, reasoning, deciding about something as much as twenty-four hours a day. Much of this process is done automatically and unconsciously. Thinking allows humans to make sense of, interpret, represent or model the world we experience and to make decisions about that world. It is therefore essential for an individual with objectives and goals to make plans or attempts to accomplish those conceived goals.

Thought can refer to the ideas or arrangements of ideas that result from thinking; the act of and the process for producing thoughts. Although thought is a fundamental human process familiar to everyone, there is no generally accepted agreement as to what thought is or how it is created. Thoughts may or may not arise in the mind as the product of subconscious brain activity.

Execution is an actionable process for getting things done; a series of activities such as logic, thought, and analysis to achieve a specific outcome. This procedure is an intellectual pursuit of intuitive or counter-intuitive reasoning which deals with the laws of probability. The process can be imprecise and ambiguous yet may provide an access to clarifying the unseen or improbable. This is a vast and complicated yet essential domain for breakthrough discovery. Unquestionably, execution is extremely challenging, and yet it is an inescapable process to realize a potential applicable conclusion.

Most business breakthrough designs come from a visionary or a team of visionaries who have an idea that there is another application or rationale to resolve a perceived problem or a state of inertia. This often starts with an assertion that there is a more effective way, or a more effective business practice or procedure. For a moment, recall how business was done just a few decades ago. Life was good and things were fine, there was no email, internet, mobile marketing, telecommuting or smartphones. Now we have instantaneous communications, huge amounts of information move through email and the Internet, and powerful tools are in the hands of owners and employees. Innovations in technology have improved operations at companies of all sizes and helped turn small local businesses into global businesses. Could you now imagine life without these tools? These breakthroughs are the result of visionary thinkers. These are futuristic thinkers willing to suspend reason for unthinkable ideas, which frequently are initially questioned or rejected. They are often referred to as “knowledge workers” who function a priori, as relating to or denoting a function or knowledge that develops from theoretical deduction rather than from observation or experience.

Some descriptive traits of these contributors are committed, studious, curious, imaginers who have developed an ability to visualize the unrealistic for unimaginable potentialities. These talented people create apparatuses and services that become our irreplaceable tools of livelihood. Rarely is this a lone individual with all these talents; more frequently, these qualities emerge and are manifested within a team of people in a thinking environment. Notably, they’re not only focused on the creation of visionary possibilities, but more significantly, it’s the execution of a vision that brings a new creation into a reality.

Numerous visionaries have profoundly contributed to our quality of life, including Edison, da Vinci, Bell, Einstein, and leaders of present-day organizations such as Jobs at Apple, Gates at Microsoft, and Bezos at Amazon. These visionaries looked at the present circumstances and saw something else was possible, creating an environment of innovation and breakthrough that has become the new business-as-usual.