



## **CVS > BVS**

### **Overview**

This 'Universal Brain Software' model for planning can most effectively apply to any challenge you face.

It was first developed by Dr. Michael Hewitt-Gleeson (acknowledged as the Father of 10X Thinking) and was most famously used by Jack Welch to elevate the fortunes at GE and turn it from a \$35B company in the mid 80's to a \$484B company by 2001 when he left.

The model Hewitt-Gleeson developed for GE was quite simply this:

### **CVS X 10 = BVS**

A powerful method of fueling positive meaningful action is to understand that your thinking in any given situation should be focused on progressing from the 'current version of your situation', your CVS ...

... and searching for a 'better version of your situation', your BVS, which should be at least 10 times more than your CVS.

The reason for the X10 BVS is to 'jolt' you out of the comfort zone of the 10% or 20% year on year growth paradigm and into 10 times growth thinking.

You will be aiming and acting big.

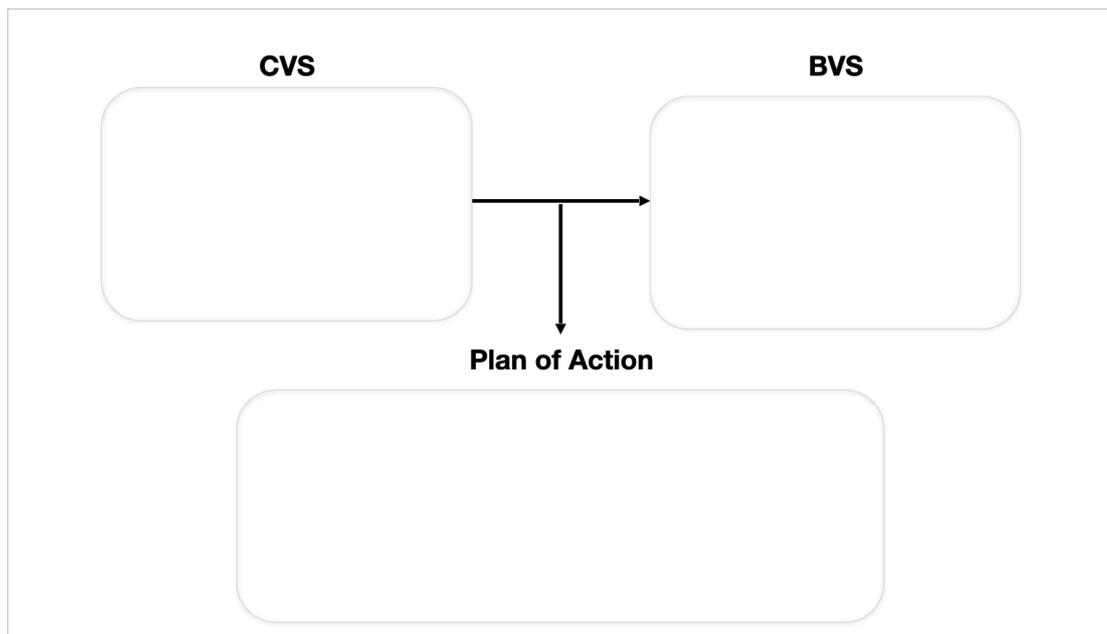
This model has been scientifically proven to create powerful intrinsic motivation in you to switch from whatever your CVS is, your current comfort story ...

... and develop plans and take action to achieve your BVS, your new big game changing story, your evolved best self and goals.

The BVS outlook, not unlike the BHAG, needs to be very specific, measurable and timely and not be shackled by what you assess as your current resources, capabilities, skills or any other restrictions.

Thinking in this way will most certainly dramatically accelerate your positive and meaningful progression.

Let's now review a simple tool to make that happen.



The real power behind this method is to take the time to summarize the CVS first in just 3-4 concise bullet points, and then the BVS in the same way.

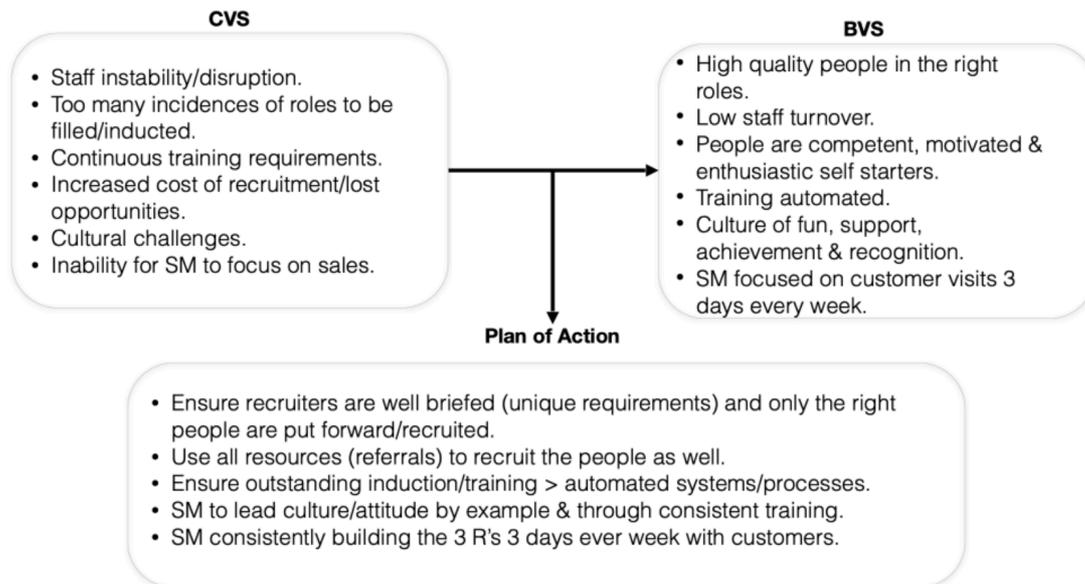
This very simply tells the whole story of the situation on just one sheet of paper – simple is always preferred.

And when that's done you need to develop just 3-4 key actions, which constitutes your 'Plan of Action' which will most effectively shift you from your CVS to your BVS.

Remember your BVS is ten times your CVS and so your actions should be up to the task of achieving that.

The key tasks can then be chunked down to more manageable tasks and appear on your 'To Do' list based on timing and priority.

Find below a real-life example was created by a client.



His focus was on personnel recruitment challenges and getting his team to a high standard of performance allowing him to refocus back on the three 'Rs' - Relationships, Reputation and Revenue.

This plan was executed in a 2-month period and worked brilliantly for him.

The same can happen for you ... now please take the time and make it happen.