The Value of the Military Skill Set â€“ Part XII

Description

Part XII â€“ â€œRed Blood or Red Inkâ€•

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This is probably an original way to portray what Iâ€™ll comment on below. Itâ€™s been running around in my head for a few years now, and this seems to be the right time to roll it out.

Think jeopardy. Whatâ€™s the difference between warfare and business? Bingo. One is a more gentile form of the other, but in each case, the goal is to take something from the other party, and make it yours. Whatâ€™s the difference between Wal-Mart moving in, with the local hardware, toy and grocery stores taking a significant, if not financially fatal â€œhit,â€• and Hitler moving into Poland? I think you canâ€™t argue that there is a fundamental difference here.

Itâ€™s all about competition. Itâ€™s about figuring out your enemy/competitorâ€™s weakness and exploiting it to your gain. Certainly one venue is far more radical, and in many cases, far more final. Particularly for those service members who have been able to attend one of the National or international service colleges, this is a daily exercised skill, and therefore, a part of their thought processes.

The curriculums of the war colleges focus on building better warfighters, at the upper levels. The degrees awarded are in the Strategic Studies arena at the Masterâ€™s level. The almost universally studied texts is â€œOn Warâ€• by Carl von Clausewitz. The other classic is â€œThe Ancient Art of Warâ€•Â• by Sun Tzu. These writings are studies in how people operate in the most extreme climes of competition, that of armed conflict.

Reduce this to the business environment and what you have is people who subconsciously know what to look for when you ask them to figure out how to increase market share, or how to take over, or

penetrate a market. To them, itâ€™s just second nature to mentally construct an operational concept, that will form the â€œbattle plan.â€•

Not only will they formulate the concept, they will have had practice in drafting the operational plan and then communicating it to the office/sales force staff.

Think about it. How many business seminars have you been to where some tremendously successful business person stand before you and they reference some great philosophy that is directly derived from a great warrior? Why shouldnâ€™t they, itâ€™s the same concept at work.

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