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Based on *More Money Than Bills—Part Two*© Preliminary Step #4
The **Unbelievable Power Of Inductive Planning**

I first learned about *Inductive Planning* in the book titled *The Spy Who Came In From The Cold* by John Le Carre. But, it was years before I got an explanation that I could **understand**...dictionary definitions did a poor job of explaining it. The clear explanation and understanding came the day I heard a radio announcement say that *Mission: Impossible* producers and its writers met behind the scenes. And, the producers said this to the writers: “From now on, first, you write the conclusion. Then, you write the story.” That is inductive. The brain in contrast, reasons deductively...from beginning to the end. Inductive reasoning works from the **end backwards** to the beginning.

1 **Real-life Example:** A soft drink company was getting beat by **copy-cats** in the courts and in the marketplace for years. Until, a member of the planning committee stumbled onto Inductive Planning. “Let’s pretend that we beat the copycats. **Question:** “How did we do it?” **Answer:** “We made our product unique.” **Question:** “How did we make our product unique?” **Answer:** “We put our product in a bottle.” **Question:** “How was the bottle unique?” **Answer:** “It was big at the top; big at the bottom; and, it was slender in the middle like a woman’s figure.” **Comment:** “The copy-cats will just copy the bottle.” **Response:** “Not if we get a patent on the bottle.” **Ultimate Solution:** The company was granted a **patent** on the bottle November 16, 1915.

Question: Have you ever heard of the name Coca-Cola®?

2 **Real-life Example:** The marketing manager of a toy manufacturer found a stone in her driveway before driving to work. Before her marketing team, she said: “How did we turn this stone into a wonderful toy for children?” **Answer:** “We gave it life.” **Question:** “How did we give it life?” **Answer:** “We gave it a birth certificate.” **Question:** “What if nobody believes it?” **Answer:** Then, we provided an authorized signature on the birth certificate.” **Question:** “And, if still nobody believes it?” **Answer:** “Then, we gave it feeding and care instructions.” **Question:** “The basic necessities of life are food, clothing, and shelter. Where does this thing live?” **Answer:** “In the box that it came in.”

Question: Have you ever heard of *Pet Rock*®?

Imaginary Example Let’s pretend or make-believe that you know a woman named Anita and that Anita wants to start up her **executive secretary for hire** business called *Have Typewriter; Will Travel*. **Priority Note:** Now, with *Inductive Planning*, your brain literally “kicks in” and takes off. See if you can **follow** your brain’s path.

Question: Where did that marvelous business name of *Have Typewriter; Will Travel* come from?

Answer: It came from *Have Gun; Will Travel*. **Question:** Do you remember seeing bounty hunter Paladin in the beginning scenes?

Don’t look now. But, Steve McQueen also played the part of a bounty hunter in the television series *Wanted Dead Or Alive*.

Comment: Your brain is still “kicked in.”

Question: Do you remember the television series *Wagon Train* starring Ward Bond? **Comment:** Ward Bond was also on *It’s A Wonderful Life* starring James Stewart and Donna Reed.

In *It’s A Wonderful Life*, George Bailey (a bank executive) was shown to have lost a large deposit of money belonging to the bank where he was an executive. And, a nightmare started. George Bailey tried to **take** his own life and failed.

Afterwards, he wished that he had never been born; and, he got that wish from the angel that saved his life.

Once George Bailey got his life back to normal by intervention from the same angel without wings, George Bailey celebrated on Christmas day by running through town yelling out loud: “Merry Christmas.” “It’s a wonderful life.”

Fast forward—In Anita’s small office are beautiful **red-tint** wall paneling and a beautiful executive desk.

Question: So, what color is her carpet? **Question:** Do the colors red and green quickly come to mind?

Question: So, where did those two colors come from?

Answer: As George Bailey runs through his town of *Bedford Falls* on Christmas day, saying “Merry Christmas” “Mary,” he can see **green** Christmas trees with **red** decorations!!! Wow!

Question: Do you see why I call it *The Unbelievable Power of Inductive Planning*?

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