# Bridging the Gap Between Research and Business

Understanding & Respecting Differences, Focusing on Points of Agreement, and Framing Information Exchange are essential to Transform the Gap into Synergy.

## Research

### Intrinsic Values:
- Altruistic
- Intangible / Theoretical World
- Idea Driven
- Position has Functional meaning (who is unimportant)
- Power is based on “comparative” Intellect / Contribution

### Extrinsic Values:
- Darwinistic
- Tangible / Physical World
- Task Driven
- Position has Power meaning (who is very important)
- Power is based on “additive” Wealth / Influence

## Business

### Intrinsic Values:
- Altruistic
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### Extrinsic Values:
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## Listen to Understand:

### DON'Ts
- Hear prejudicially
- Listen for hypocrisy
- Speculate on why the message is being said

### DOs
- Create a Listening Mindset that is open and unbiased
- Remember Differences in Values, Dispositions and Motivations
- Focus on understanding what is being said

## Communicate Effectively:

### DON'Ts
- Ask Open-Ended Questions
- Argue Technical Details
- Theorize
- Question based on Morals

### DOs
- Frame Appropriately
- Speak Confidently
- Explain Concisely
- Commit Cautiously (Timing)

## Dispositions & Motivations:

### Time has no significant meaning; Goals are based on solving problems, making the world a better place, contributing to the common good; Justice and Moral Authority are fundamental measures of Respect; Physical and Legal Ownership is of little import; Contributions are minimized and qualified when compared to the whole.

### Time is of the essence; Goals are based on gaining Wealth, Power, and Influence; Social Position is fundamental measure of Respect; Protecting and Preserving Achievements are essential; Benchmarks of success are maximized and quantified based on Positions and Salaries

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**Immense power is acquired by assuring yourself in your secret reveries that you were born to control affairs.**

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**Two things inspire me to awe -- the starry heavens above and the moral universe within.**

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<th>DOs</th>
<th>DON'Ts</th>
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<tr>
<td>Frame Appropriately</td>
<td>Interrupt Train of Thought</td>
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<td>Speak Plainly</td>
<td>Give Undivided Attention</td>
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<td>Explain Concisely</td>
<td>Yield to Expertise</td>
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<tr>
<td>Commit Cautiously (Timing)</td>
<td>Be Sincere</td>
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<td>Challenge Cautiously</td>
<td>Compliment Abilities</td>
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<td>Incentivize Intrinsically</td>
<td>Lose Self-Control</td>
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<td>Demand Conformity</td>
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<td>Minimize Altruism</td>
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<td>Be Insincere</td>
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