

the problem/information is presented to them.

7. **People need to feel involved and effective to make change:** just giving people the incentives and information is not necessarily enough.

Next time you are planning next quarter's activities or writing a brief, try to consider how point 1 could influence a social media strategy, or how point 5 could support free trials instead of discounts. Keeping point 2 in mind, we should constantly remind ourselves that it is crucial to deliver clear strategies that will have a genuine impact on the greatest change in customers' buying behaviour.

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About the Author

Rachael is currently working towards her MSc in Marketing with a focus on Branding & Communications.

She recently joined The Marketing Eye team to gain further hands-on experience and mentoring.

Her recent roles include being a global marketing intern for Sony Music Entertainment and a marketing role at Mercedes-Benz Luxembourg.

The Marketing Eye specialises in offering tailored marketing solutions to a range of financial and professional services clients. If you'd like help with conceiving and designing an infographic for your business, please [contact us](#)¹⁹. See more at:

http://www.themarketingeye.com/blog/marketing_tips_and_advice/infographics_b2b_marketing.html#sthash.iltc6M3G.dpuf



Time By Sunil Bali

When he was asked to explain his theory of relativity in simple terms, Einstein replied, "Sit with a pretty girl for an hour and it seems like a minute. That's relativity."

Or, as someone else once philosophised, "The length of a minute depends on which side of the bathroom door you are."

Time tends to increase or decrease depending how conscious you are of it.

When you're feeling stressed, time goes slowly, but when you're in the moment, loving life with a lightness of being, then you seem to have all the time you need... you look at your watch and what seemed like magic moments and minutes, turn out to be happy hours and delightful days.

The ancient Greeks had two different words for time:

Chronos - this is calendar time. Seconds, minutes, hours and days

Kairos - this literally means "when the time is right"

In this age of fast food, the sound bite and speed dating, many of us wear chronometers (watches). But what if we wore kairometers instead which tapped into our heart, our gut and our soul, so we took the right action at the right time. To eat only when we're hungry, to rest whenever we're tired, and to take the action that our intuition is nudging us to take.

If you trust that you have enough time, trust yourself to take the right action and trust the universe to support you, then there's no race against time because you'll be paddling downstream with the rhythm and current of life.

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About the Author

Sunil is a Performance Coach, Speaker and Author.

Ex Head of Talent for Vodafone Group and Santander, and having run a £50m business, Sunil has been responsible for hiring over 50,000 people and has had the pleasure of working with some great entrepreneurs, professionals and leaders.

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