

# Precision Business Psychology

## Precision Business Psychology – applying the findings of a scientific revolution to the human dimension of organisational performance

*Growth in understanding of human psychology has accelerated over the past decade. Of course, there is much to discover but we often hear statements like:*

*'We don't know how people learn things. People are different so there's no one way to change behaviour.'*

*Actually, we do and there is.*

Increasingly sophisticated technologies are driving new findings in areas such as cognition, behaviour, perception, and creativity as well as the behaviour of people in social and organisational situations. We increasingly understand how specific mental processes relate to the physical architecture of the brain and how those physical structures are changed by new learning and experiences. Better information about how the brain works underpins our increasingly sophisticated accounts of how people actually behave. We are moving away from **theory-based descriptions** towards **more sophisticated predictive models of behaviour**.

Precision Business Psychology takes these fundamental insights and applies them practically in organisational settings: it provides a **psychological infrastructure for a knowledge society** to be delivered by employers and experts who understand exactly what is at stake and that, if they don't act now, no-one else will.

## Unpacking Precision Business Psychology

Precision business psychology is our term for an approach to people at work which reflects these factors. We chose the words carefully.

### 'Precision'

We use 'precision' because our approach bases practical interventions in real organisations on robust scientific theory. This theory makes specific and precise claims about decision-making, learning and risk taking, for instance, which can be confirmed or refuted.

Precision has another meaning. While the underlying theory is common, individual differences ensure fundamental dynamics express themselves in different ways. Precision flows from combining two areas that, in the past, have been separated: research and applied psychology. One searches for general rules, one looks at individual differences. By closing the gap between the two we can create very precise, tailored interventions which do what science does: work successfully on repeated occasions and predict what outcomes will be.

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## 'Business'

We use the word 'business' for two reasons.

1. In recent years, psychology has addressed positive problems – encouraging elite sports performance, identifying and developing gifted children, creating well-being and happiness. It has also escaped the influence of 'clinical' applications which meant that ideas used in health contexts had to be adapted to apply in, for instance, business. Business psychology is now a fully fledged discipline with its own vocabulary, aims, theories and practitioners.
2. Business itself is a repository of psychological understanding. Psychologists were involved in the first advertising agencies. The great mail order companies of the 30, 40s and 50s were using psychology in all but name to test their products. Many managers are gifted natural psychologists.

## 'Psychologists'

Because, despite the psychological acumen of many professionals, psychologists study a body of specialist knowledge and use special techniques which are essential to maximising benefits from a new understanding of people.

By psychologists, we mean practitioners who are dissatisfied by 'business psychology tradition' but who seek to engage with neuropsychology, neurophysiology and other non-psychological disciplines and who tease out what their findings mean in practice: **psychologists who are scientifically-informed practitioners.**

Precision Business Psychology informs all of Crelos' solutions. Find out more about the thinking behind this evolving approach and the areas where it can help organisations create elite performance, by visiting our Thought Leadership section of our website – [www.crelos.com](http://www.crelos.com)