

QuantumThink-It

You Can't Get "There" From "Here"
why change doesn't work

by

Dianne Collins

Author of the award-winning bestseller

Do You QuantumThink?
New Thinking That Will Rock Your World

Where is your business now? Where do you want it to be? How do you propose to get it there?

People like catch phrases. Branding is based on them. Products are remembered for decades because we can all sing their advertising jingles. My husband and business partner, Alan is currently fond of using the catch phrase "To be honest with you..." to preface his statements – which I kid him about asking him, does that mean you wouldn't be honest with me when you tell me something without using that phrase? Anyway, if there were one catch phrase I would want you to pick up on regarding your business objectives it would be this: **You Can't Get "There" from "Here"**. Okay that's catchy, but what exactly does it mean?

Today's Typical Business Scenario

You and your colleagues are ready to make a big shift in your business. In fact, you realize you have to. You've got some great and even innovative ideas on how to do that. You see the new direction. You visualize the end result. You feel the excitement of it. You develop the plan to get there. You take the right actions. Yet, months later you're still in just about the same place with maybe a few positive changes. What's up with that? You can't get "there" from here. The important question being: *Why can't you?* The even more important question being: *How do you get "there" if not from "here"?*

I'll give you the bottom line first – then we'll discuss...

Results are always a function of the context you are operating from. The most important context of your business is The Company Mind. The Company Mind is the total culture of thinking, practices, ideas and attitudes, conclusions and results. A shift in context means a literal leap in the totality of The Company Mind from "here" to – "there" – as a starting point for new results.

If you own a business, entrepreneurially develop new businesses, or lead a corporate business – right now you are very likely thinking about what *changes* you need to make to the business to secure its financial viability and market vitality competing in our new world reality. In this lightning-bolt changing environment – as they say in Facebook country – the writing is on the wall. The energy cycle of the moment is restructuring – building systems and structures anew.

There is no avoiding it. Either you and I will restructure ourselves and our businesses consciously, deliberately, with awareness and by choice – or the forces of nature will do it for us, surprising us with circumstances that leave us no choice. However, the fact of lightning-fast change doesn't guarantee that things are going to change in your favor or the way you would "hope" for. What's a business to do? Fret not, friends. There is an answer. And it's not "change." Here's why.

3 Simple Reasons Why "Change" Doesn't Work

- (1) **What you focus on expands.**
Translation: Focus on changing the problem and you keep the problem in place.
- (2) **Your business is a resonant field, a "mind field."**
Translation: The Company Mind attracts opportunities and results that resonate with it. The state of The Company Mind determines your results. When you try to *change* The Company Mind, you keep the status quo in place. (See Reason #1.)
- (3) **You can't get "there" from "here".**
Translation: If you desire unprecedented results and/or a new foundation for your business, your current Company Mind Set isn't going to get you "there" because the current Resonance (See Reason #2) is giving you the results you have *now* – and what you really want is something *new*.

Let's explore further with some examples.

Reason # (1) What you focus on expands.

This is the QuantumThink distinction: Transformation As Distinct From Change. "Transformation" means "going beyond the current form." This is distinct from "change." When you are focused on changing the form of something or a business condition, the very thing you want to change must be present in order to change it. Thus, all that attention on "change" is actually keeping the thing you *don't want* in place. Not only are you keeping it alive by trying to change it, you are *energizing* it – so it gets even larger. Hence: *What you focus on expands*.

A Typical Example...

John's negative attitude – does it reside in him or in you?

For example, suppose you are having a “problem” with an associate, John, who in your assessment, has a negative attitude and is slowing down the accomplishment of an important business project. If you are attempting to *change* John's negative attitude, by definition you are already relating to him as if he “is” negative – thereby keeping “negative attitude” in place.

The more you focus on John's negativity, the more you energize his negativity. That's why you can't get “there” from “here”. “There” in this instance might be relating to John as enthusiastic, creative, and effective. How can you relate to him as enthusiastic and effective when you are relating to him as negative and the source of the project delay? When you distinguish this for yourself, and you realize that Reality is Context-dependent, you open the possibility of leaping to a new and vitalizing Intent (i.e., a different context) with your relationship with John.

QuantumThink-It

Reality Is Context-dependent.

There is no absolute, fixed way that you are, he is, she is, they are, or it is.

Everything is Energy-In-Flux informed by intelligence and directed by Intent.

Reason # (2) Your business is a Resonant field, a field of mind, a “mind field.”

Your business is a Resonant field, a “mind field” that attracts opportunities and results that resonate with it.

If you are a QuantumThinker you already realize that mind creates reality. Your patterns of thinking generate your actions and create all of your results. Consider that your company also has a mind that is shaping actions and creating your business results.

What we call a *business culture* is really a “mind field.” The Company Mind includes practices and standards, thinking patterns and attitudes, and especially includes what you and others *say* about the business and its capabilities as a matter of habit.

Are you making the distinction between you and your business? You and your business – there is no separation yet there are distinctions. You infuse your thinking patterns into the business, yet the business as an entity in and of itself also takes on a life of its own, or shall we say, your business develops a mind of its own. Thinking patterns become established in the business just as they do in an individual or in any culture.

It's become very clear in our experience over the past 12 years working in leading corporations that they tend to operate from a mind field or Resonance that for the most part is not *consciously generated*. Even so this Company Mind is shaping the way people think and relate to their business and to their customers – without even realizing the limits they are placing on it as a result of old and oftentimes outdated habits and patterns of thinking. These thinking habits lead to “conclusions” that we could call unaware “Intents” – contexts that keep the business stuck in its old ways even when you have a conscious Intent for a new direction.

Typical Company Examples:

The Company Mind – are the habits of thinking limiting or expanding your results?

-Business Owner

Your goal is to be known as a world class business. Yet, you relate to your business as a Mom & Pop. Mom & Pop operating decisions don't get you to the stature of world class business. You have to view the world of commerce from the perspective of a world class business to operate like a world class business and be known as one, too. *You can't get "there" from the "here" of Mom & Pop.*

-Entrepreneur

You are an entrepreneur with many businesses. You think of them as separate. You are finding they are taking up too much time so you imagine the "solution" is to cut – get rid of some of them. (Typical "old world view" thinking, by the way, not personal to you.) Yet if you think from being an enterprise, you will begin to see how they all integrate and the way to effectively utilize resources that affect all the businesses and this frees you.

-Senior Leader in Corporation

You have a revenue target and market share projection based on growth. However The Company Mind is thinking (and saying) "The economy is down. Companies don't have money. Clients aren't buying." It is obvious that those "conclusions" (i.e., unaware Intent; remember, in the quantum world there are no "absolutes") will set up a Resonant field that repels rather than attracts new business.

Reason # (3) You can't get "there" from "here".

Even when an innovation is presented, even when you have developed an unprecedented strategic plan of action, **if you are still operating from the old Resonant field, the vortex of that field will sweep everything up into the force of it.**

What's possible then? The Company Mind can take a virtual leap to a new state – and operate from an entirely new field, a different context that allows for a new foundation – a new platform and structure for your business that naturally gives rise to new results.

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Everything in this universe and in our world is vibrating Energy – creating Resonance.

According to the principle of Resonance, we attract what is consistent with the range of our Resonant field.

We attract results consistent with what we are Resonating.

What we habitually maintain in our mind field essentially is our Resonant field.

Okay, then ...How do you get The Company Mind to think in a new way?

"I can't understand why people are frightened of new ideas. I'm frightened of old ones."

-John Cage

Several years ago I started thinking about what would enable people in corporations to actually QuantumThink their business – which meant,

- Seeing the business as a whole “field”
- Seeing the way all the specific areas of the business interact and influence one another
- Seeing how The Company Mind is no different than the individual mind in the sense that if you desire different results in your business, your business has to think in a new way. This means not just come up with some clever new ideas – it means having a new foundation for thinking – from a quantum world view rather than from the old industrial world view.

QuantumThink-It

You cannot see a new world view from the perspective of an old world view.

*You have to take a literal quantum leap in consciousness (mind) and look **from** the new principles rather than looking **at** them from your current perspective.*

If you have only lived in New York City and you want to be effective living in the Sahara Desert, you need to go to the Sahara and start living from their principles rather than trying to apply the principles that worked for you in The Big Apple.

The Touching Story of the QuantumThink Global Business Blueprint

One picture worth a thousand words.

Most people know me as the QuantumThink diva and don’t realize that I am also a visual artist, actually an award-winning photographic artist. The reason I bring this up is not to caress my ego but to express to you that I see finished pictures where there are none to begin with. During my years as a professional photographic artist, I would walk into a client’s building or home and look at a blank wall and know what as-yet-nonexistent artwork belonged there. I am sure many of you have this talent as well.

Anyway the point of the story is about seeing pictures that weren’t there. One day several years ago I started thinking about what could enable people in our client corporations to QuantumThink their business. I remember the precise moment. I saw the picture. I was sitting in the big club chair in my library. I grabbed a piece of paper and started sketching. It came streaming through me, you know, like the stories you read about inventors who wake up with an answer to a problem or with an invention that becomes a great solution. I wasn’t even sure what we would do with it at the time. I engaged a graphic artist to make it digital and here is the result. Click on the link to see it, please. [QuantumThink Global Business Blueprint](#) I called it the QuantumThink Global Business Blueprint because it enabled people to view the totality of their business and all the aspects of it in one picture. It was a *blueprint* that one could build from in many ways.

Furthermore, to QuantumThink-It would mean – to first distinguish the current mind field or “old world view” of the business – and then take a leap to a “new world view” and begin the restructuring and refinements of The Company Mind and hence, view the business from the proper context leading to the desired results. You literally experience being “there”.

QuantumThink-It Recreation

QuantumThink “Recreations” are practices for the mind and awareness that have you living the wisdom of the principles.

Recreation for You Can’t Get There From Here – Part 1

If you have a business, manage a business unit, or manage many entrepreneurial projects, and ask yourself (with colleagues as appropriate) these 3 questions:

- 1- Where is your business now?
- 2- Where do you want the business to be?
- 3- How do you propose to get the business there?

Refer to the 12 specific sections of the QuantumThink Global Business Blueprint to stimulate your thinking.

Part 2

Leap Before You Look

**If you can’t get “there” from “here” –
how do we get “there” if we’re “here” to begin with?**

**by Dianne Collins
Creator-Author of QuantumThink®**

Where is your business now? Where do you want it to be? How do you propose to get it there?

A Journey of 400 Years Does Not A Leap Make

If you were born anytime during the past 400 years or so you might venture an answer to “how to get your business there” that is more than likely based on (1) what you can see or envision now, (2) what worked in the past for you or others, or (3) some logical pathway of what you imagine are the right action steps to take the business where you want it to go. There is nothing wrong with that thinking per se – the point to consider is if you are ready to restructure your business to create a new foundation for sustainable success, “the tried and true” that worked in the past is probably not going to get you there.

The reason I mention 400 years is because that is approximately how long our thinking has been influenced by the “old world view” picture of reality that spawned the industrial age of machines. Also known as the “classical-mechanical world view” – this was a picture of the universe as a Giant Machine. Scientists declared that only physical matter was real, that time moved in only one direction, and that a logical, push-pull, cause and effect process was basically how you got something to happen.

You don't have to be a scientist, rocket or otherwise, to realize that we are living in a sea of technology that has advanced well beyond the "machine" (though it also includes it). [If you would like a copy of the New World View/Old World View characteristics, email me with your request: dianne@quantumthink.com]

We're texting and tweeting and teleconferencing – our lifestyles, commerce, and communications in a spaceless, timeless world. We Are One is not just a catch phrase. We are networked and unified and personified. The quantum world view sees the universe as a Giant Mind. It is a universe of whole systems, a Multidimensional reality of Energy-In-Flux informed by intelligence where the dynamic of having something happen is a function *not* of pushing or pulling on circumstances – the dynamic of creating for human beings in ordinary everyday life is our very own power of Intent. Yes, friends, it's a mind thing. For this reason the importance of distinguishing The Company Mind is paramount.

Though the old world industrial age view offers brilliance and usefulness to us, it seems clear that the limits of that thinking won't produce the quantum effects you desire. (Hence, the *raison d'être* of QuantumThink.) You don't have to take my word for it. Here is how you can tell whether your company's current thinking will lead to the results you want now: whatever the current thinking of The Company Mind is until this moment – including approaches, strategies, and tactics – are giving you the results you have now. If you want different results, The Company Mind has to think in a new way. Not just have some new ideas, but think from a different foundation. Then again, that's why you are here with me in Part 2 and that's great!

What's Comfortable May Not Be All That Comfortable – Just Familiar

As much as we all want a BIG change in our business now, as much as we know we need to make that change – still, behind the scenes we tend to want to stay with what has worked in the past. It just seems more comfortable to stick with the status quo. I mean, *it's not that bad, right? It's been working*, we tell ourselves. The irony is that in our present economic and evolutionary cycles, if you examine this forthrightly – *what worked in the past really isn't all that comfortable anymore*. It may be wise to make the distinction between what's *comfortable* and what's *familiar*. Nevertheless, you might still feel hesitancy to move on it.

If you are waiting for me to say "don't worry that's natural," well, I am not going to. Yes, I did mention the phrase – however let's be clear: in *no way* am I implying, stating, or otherwise conceding that it's "natural" to want to cling to the past. It may be an "automatic" habit but let's not mistakenly call it *natural*. In fact in QuantumThink we call those automatic thoughts and reactions "Least-action Pathways" – the way of the least creative route – to distinguish the way the energy habitually goes simply because it's been down that track before.

Cowering back from change is not "natural." Observe nature. From the tiniest saplings to the tallest trees, they all tower toward the light. What's *natural* is the yearning for growth, for creativity, for adventure. What's *natural* is a desire for transformation. What's *natural* is a passion for greater purpose. What's *natural* is stepping up to meet the energies of our changing times and elevate our own mastery.

Thinking “Outside the Box” Does Not A Leap Make

People always ask me – oh, QuantumThink, is that like “thinking outside the box” and sometimes, to borrow Alan’s favorite catch phrase of the moment, *to be honest with you*, sometimes I will just say “yes” to be polite. However, QuantumThinking is not thinking outside the box because insofar as you are referencing a “box” – you are still in relation to that box.

Some salient examples you’ll be familiar with... We call radio wave technology that make cell phones possible “wireless” – still in relation to the box called “wire.” We explain quantum effects by calling them “nonlinear” – still in relation to the box called “linear”. And there is the classic example, the “horseless carriage,” the original term for an automobile – still in relation to the box called “horse.” As fantastic and innovative as our inventions are – consider what might be possible if we were equally innovative in the way we think about them. We could *leap* the viewpoint of the new invention and look from the new reality it created (eg, radio waves) – rather than from the old reality the invention was a leap from (copper wires).

Leap First, Then Look

To think in a new way is not just to have a creative thought; it is to think from an entirely different reality system, that is, from new principles. In fact that is what we do when we QuantumThink. We think *from* the new world view principles of the quantum reality rather than look *at* then from the old world view of the “matter only” universe.

Similarly, if you want a result that is unprecedented in your business The Company Mind has to think from *already being “there”*. Let’s say that another way: You start with the result. You “Leap Before You Look” You view your business as if it has already arrived at where you want it to be – and you start looking at it *from “there”*. (See Part 1 for all the reasons why that is.)

We discussed that you and I and our business entities exist in fields – Mind Fields – Resonant fields of energy and intelligence, of information and awareness; fields of inherent connection. The principle of Resonance operates as “sympathetic vibration” – what the field Resonates, the energy emanates and attracts opportunities, situations, people, results that are consistent with it. The Resonant field of a company, business, or business culture is what we are calling The Company Mind.

If you did the Recreation practice for Part 1 and actually asked yourself where you want your business to go, and you contemplated how you and your colleagues thought you would get it “there” – the task may have seemed arduous or perhaps you felt it would take too long to bring it about. The good news here is that the “how-to” question has small relevance in the quantum world because the quantum world is the land of *quantum leaps*. Quantum leaps by definition have no pathway, no step-by-step “how-to.”

QuantumThink-It

A quantum leap is an instantaneous shift in an energy state – from one state to another – with no traceable pathway as to how it got there.

A quantum leap in consciousness happens by virtue of your Intent to jump to a new state.

What is a quantum leap in consciousness? You and I are taking mini quantum leaps in consciousness all the time – every time your mind jumps from one topic to another. Unless you have spent some time mastering your mind and awareness, these leaps are in a sense running on their own. The difference here is you are taking a quantum leap in mind state **consciously**. A case in point, how do you get from “old world view” industrial age thinking (here) to “new world view” QuantumThinking (there)? You take a literal quantum leap in consciousness.

Now we are speaking of course about The Company Mind taking a quantum leap. How do you get your company “there”? You have The Company Mind take a quantum leap. There is no pathway in a quantum leap. One moment The Company Mind is “here” and the next moment it’s “there” and you cannot trace how that happened.

If you want to make a fundamental, foundational leap and begin a new trajectory for the business, you start thinking and planning and acting and making decisions from “There”.

Back to business...

Your E-Ticket to “There” – 3 Essentials

- 1- Awakened Thinking
- 2- Quantum Leap in The Company Mind
- 3- Thinking in Sync with Quantum Principles

Let’s discuss.

Essential # 1 Awakened Thinking

Since you can’t get “there” from “here” first you have to notice where you are (“here”) – so you realize what’s not getting you there (realizing “here” won’t get you “there”).

This requires Awakening Thinking. **Awakened Thinking means becoming aware of the thoughts your Company Mind is having as a matter of habit.**

The best way to accomplish awakened assessment is to become aware of what you and others actually say about your company, the company’s current state and what’s possible (or not). If you write these statements and comments down and peruse them you will likely notice an underlying theme or thread to this Resonant field.

The Company Mind has surrogates – you, your associates, your customers, industry group and yes, even your personal friends and family. They have been conditioned to think of your company the way you portray it to them.

For Example...

Consult with Your Company Mind Before You Consult with Your Clients

Suppose you have a consulting firm that specializes in developing and coaching people in leadership. And you’re aware that leaders to be effective today and into the future must develop themselves Multidimensionally – including the intellectual, relational, spiritual, and emotional aspects of themselves as they relate to professional life as leaders.

Sounds good...however, Your Company Mind *thinks* it will be difficult to acquire corporate clients if you present your company's authentic understanding and desire to deliver this Multidimensional approach – fearing your prospective clients will think of this approach as too “soft” or “alternative” or “far out” or in some way not relevant to results in traditional corporate culture. In fact, you and your colleagues often make remarks like this to one another in private. *Their senior leadership really needs to connect to their spiritual nature, but...* Now it is important to take note – this “thought” is in Your Company Mind – it is *not in the client's mind*.

Now you have a meeting with a new prospective client.

As a surrogate of The Company Mind, imagine what you would be resonating. Either you would present what you authentically think about leadership development – resonating the background “unaware Intent” – *they're not going to be open to this*. And the result could be you don't get the contract with the client. Or, you might go into the meeting and withhold what you are passion about, in this example, that Multidimensional leadership development is the most effective approach. The result of “withholding” what is authentic and distinctive to you – that even if you acquire the client, you start to enjoy your work less and less because you are diminishing the experience of fulfillment. The client relationship might even come to an end quickly because *in your own spirit*, you don't really want to work that way.

You can see how The Company Mind *context*, “it will be difficult to get clients if we let them know what we *really* think, etc.” would result in a scarcity of clients and/or lack of joy in doing your work....not to mention not being known for the distinctiveness your consulting firm is.

**A quantum leap of The Company Mind is a conscious shift in state.
The new state is a Resonant field that generates different results.**

Essential # 2 Quantum Leap

“Would you tell me, please, which way I ought to go from here?’ ‘That depends a good deal on where you want to get to,’ said the Cat.”

-Lewis Carroll Alice's Adventures In Wonderland

By now it is clear: The Company Mind field must start with the mind field of the desired result(s). Once you are awake to the current habits and patterns (See Essential #1) – you take the leap by starting with a new statement of Intent that is consistent with the desired “end state.” Perhaps in the form of a Strategic Intent for your company. You start with the result.

Continuing the Example

To follow with the Multidimensional leadership development example, your “end state” Your Strategic Intent might look something like this:

Providing leaders the leading edge.

Very Important

Notice that the Strategic Intent is **not the opposite** of the “default” state of The Company Mind. This would be in relation to that same old box, in or out. Your statement to generate a new Resonance is what you want, not the opposite of what you don’t want. That would be “change”. What do we know about “change”? Basically, it doesn’t work. (See Part 1).

Essential # 3 Think In Sync with Quantum Principles

Thinking in Sync with Quantum Principles means fundamentally thinking from Wholes not parts; thinking from Resonant fields, not fixed objects; thinking from Mind as the fundamental reality, not physical matter. We’ll discuss this more in Part 3.

Mind Over Matter – Not Just A Catch Phrase

"As a man who has devoted his whole life to the most clear-headed science, to the study of matter, I can tell you as the result of my research about the atoms, this much: There is no matter as such!"

All matter originates and exists only by virtue of a force... We must assume behind this force the existence of a conscious and intelligent Mind. This Mind is the matrix of all matter."

-Nobel Laureate Max Planck during a lecture in Florence, Italy, 1944

***QuantumThink-It
Mind is the fundamental reality.***

Perhaps the most challenging aspect of thinking from quantum principles is the idea that matter is not fixed and solid.

Translation:

Circumstances, regardless of how “real” they are, are not the determinants of what’s possible or of what your business can achieve and achieve rapidly.

We’ve all heard the catch phrase, “a victim of circumstances”. This is one catch phrase you might want to eliminate from your lexicon if you wish to QuantumThink.

From a quantum world view, the source of results is not based in existing material circumstances. Results are always a function of the state of The Company Mind, the Resonant field generated by Intent that takes form as habits and patterns of thinking.

QuantumThink-It
Reality Is Context-dependent

From a quantum world view, Reality Is Context-dependent. There is no “absolute” way that something “is”. Intent is a context created by you that you are choosing to live from as a context that shapes thinking, action, and results.

“If we worked on the assumption that what is accepted as true really is true, then there would be little hope for advance.” -Orville Wright, co-inventor of the airplane

QuantumThink-It
The quantum reality is a world of paradox.

Paradox means something seemingly contradictory that is nonetheless true!

When you take the quantum leap to the new state of The Company Mind you operate as if the desired result is already occurring, the new Resonant mind field is already in place, even when the already existing “material” circumstances appear to be contradictory.

QuantumThink-It
The quantum reality is a world of Infinite Possibility

Pollyanna-ish “positive thinking?” Not at all. (That’s just industrial age thinking kicking in.) Positive thinking is a function of the old world view because it is based in a belief in fixed circumstances, that something is “the way it is” and therefore we have to think “real positively” about it and at least *try* to change it. Of course, by now you realize “change doesn’t work” ;-). (See Part 1 in case you forgot.) It is always a good idea to think positive thoughts however, we are speaking about Intent. Intent activates a field of probability in a world of Infinite Possibility and attracts many results consistent with it.

You can choose to operate from a Company Mind that is giving you the results you want, or you can generate a new Resonant field – A Company Mind that will give you the results you want. It’s all a matter of Intent.

QuantumThink-It Recreation

QuantumThink “Recreations” are practices for the mind and awareness that have you living the wisdom of the principles.

Recreation for Part 2 of You Can’t Get There From Here Leap Before You Look

I Distinguish the Company Mind

1. Using the QuantumThink Global Business Blueprint, review the 12 areas of business on the outer edge of the circle. Select the one that requires the most focus now in your company.
2. Start to notice the statements and conclusions that you actually speak (say) about that specific area of the business. Not what you imagine or think or wish about it, but what comes streaming forth from yours and others’ lips.
3. Write these down as they happen, just a day or two.
4. When you have the list of things you say, notice whether there is a thread of theme through them – an “unaware Intent” the business is operating from in that area. See if you can put it into one simple statement.
5. Notice how these statements are shaping your current results.
6. Realize that even though you may have circumstances and “evidence” for those statements, in the quantum world nothing is absolute – everything is Energy In Flux, shifting and being shaped according to Intent. These statements are not “the truth” – they are simply habits of The Company Mind.

II A Quantum Leap for The Company Mind

1. Take a quantum leap for The Company Mind to “there” – whatever that is for you and your colleagues.
2. Looking from “there” – what statement of context or Strategic Intent would you be operating from? Write out the statement of Intent that *resonates* with “there.”
3. Edit and Sort. Notice when you or others say things inconsistent with you new statement – and mentally view those statements as the “old world view” of the business and return to your newly created Intent.

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*Dianne Collins is the author of the award-winning bestseller, ***Do You QuantumThink? New Thinking That Will Rock Your World***, and the creator of the QuantumThink® system of thinking. She consults celebrities and executives, entrepreneurs and students, artists and homemakers in thinking for a new world.*

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