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“Laws of Potential” Provide Diagnostic and Strategic Insight; Can Be Applied to Politics, Economics and Other Areas of Human Achievement

Bronxville, NY, October 15, 2009 -- The Gilchrist Institute for the Achievement Sciences, a behavioral sciences think tank, has developed a methodology for implementing the “Laws of Potential” in decision-making and strategic issues.

The Laws of Potential are defined by absolute principles found universally. They describe how human potential can be converted into understanding and achievement. Dr. Robert Flower, Director of the Gilchrist Institute states, “We have been investigating these principles since 1981 and found that everywhere we looked – the physical sciences, philosophy, behavioral sciences, etc. – the Laws of Potential provide a construct for understanding human behavior and decision making.”

The Laws of Potential encompass 3 broad categories: Creative, Organizational and Functional. The three categories contain the 13 principles of human achievement.

According to Dr. Flower, “Achievement of potential always contains these 13 principles. Accordingly, we were able to establish a systems algorithm that we have found to be impeccably pure and totally accurate.”

For the past several years, the Gilchrist Institute for the Achievement Sciences has utilized the Laws of Potential to detect political and economic inconsistencies and erroneous conclusions. For example, Dr. Flower’s discussion of “Leveling the Playing Field” (in his blog at <http://www.N2L.typepad.com>) describes two ways to accomplish parity: take from the top and give to the bottom, or show the bottom how to get to the top. “In terms of the Laws of Potential,” says Dr. Flower, “the proper path is the latter. Why? Because ‘taking from’ equates to restriction of potential while ‘giving to’ translates into lack of development of potential.”

ABOUT THE GILCHRIST INSTITUTE FOR THE ACHIEVEMENT SCIENCES:

For 29 years, the Gilchrist Institute, under the direction of Dr. Robert J. Flower, has been conducting research and development on the Science of Achievement. These undertakings incorporate principles such as potential, its development, strategic thinking and intelligence enhancement. Additional projects include social, political and economic analysis and public policy recommendations.

Dr. Flower has authored three popular books on Natural Thinking and Intelligence and the Science of Achievement, published by The Gilchrist Institute: [Decoding Potential](#), [A Revolution in Understanding](#) and [Your Exceptional Mind](#).

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For more information, a photo of Dr. Flower, or to schedule an interview, call Marilyn Hall at (914) 779-6299 or email mara.hall@gilchristforum.com