



THE BRANCH PSYCHE

The branch psyche is the soul and spirit of a branch in its dynamic state. The branch psyche is easily identifiable. The spirit, atmosphere and character of a branch are manifested in the individual psyche of each of its members. The degree of interfusion achieved by a branch manager can be felt almost instantaneously by another developed psyche. It is of paramount importance that every manager recognises his responsibility to develop his own psyche and to help and monitor the development of the psyche of his branch and of every individual therein.

Within the branch, an interfused psyche can change the atmosphere overnight. A branch can change overnight into a dynamic, flowing, action-based unit which can have an impact within a very short period of time on the region as a whole and upon branches within the region. Each branch psyche must have the ability to relate to, and interfuse with, branches within its own region, but must also be aware of, and harmonise with, branches in other regions which have similar psyches or similar aspects and qualities within their psyches.

The ability of the branch manager and the branch psyche to change the environment in which they work, and to change the very direction of the economy in which they operate, can transform the lives of every individual psyche within the branch and of all those people outside the branch with whom the individual BCC psyches are interfused. A highly developed branch psyche which has not interfused with other branches within its region and with other branches within other regions has failed to create that dynamic state which contributes to its own environment and to other environments. A highly developed and dynamic branch psyche can transform itself as a point into a reflection of the totality of the psyche.