

July 21, 2019



Who's Got the Time?

"Always ask yourself if what you are doing today is getting you closer to where you want to be tomorrow.."

~ Paulo Coelho

The White Rabbit in the story of Alice in Wonderland has come to represent a couple of things in our popular culture. It was the White Rabbit that piqued Alice's curiosity down the infamous rabbit hole to a world of uncertainty, adventure and exploration. It represents a journey down the unfamiliar path (and for you fellow Matrix fans, it was the White Rabbit who led Neo to the reality of the Matrix). In Alice in Wonderland, the White Rabbit is always running late, which is symbolic of the limited time we have for our journey to explore and to live our life.

In business, time is a precious commodity. We have a team of people, working on a focused purpose and direction...a vision of where we want to go. A vision and purpose guides us, but it is increasingly filled with the uncertainty of markets, of clients, of suppliers and competitors. We must be constantly vigilant in our pursuit of our vision and purpose to those changes and adapt ourselves accordingly. There is no certain path, so like the White Rabbit we need to be moving and adjusting our pace as we encounter the opportunities, challenges and problems we face. So as Paulo Coelho's quote reminds us, we must always check in on what we are doing today, how it is achieving the results we want and if we remain on the right path or we need to change. This can be hard for an organization if it focuses on tasks alone, without an eye on their alignment to the goals, vision and purpose.

David Snowden of Cognitive Edge identifies time as a critical factor in solving challenging problems and real innovation and creativity...and it is not in the way that most people think. Snowden suggests that it is the pressure of time that prompts creativity and innovation, not the abundance of it. Where as many people will say "I do not have time to solve problems, or take up that opportunity", Snowden says that it is that exact pressure of time that makes human beings excel. However, in his assessment there are several other factors that are critical to make that work – perspective shift and courage to enter the challenge without knowing how (or if) you will be successful. If we shift our perspective to I do have the time to solve this problem, use effectively the time and resources around us, and maintain the courage to face the uncertainty towards success... we will prosper, grow and as individuals and a company fulfill our vision and our purpose. Most of our client's are in the same boat, and the better that we are at leading confidently through this uncertainty, the more that they will be attracted to our message and our offer of collaboration.

So, my underlying message for this week. Let's embrace the challenges and opportunities that present them to us with courage. Like Alice, be curious and don't let the fear of the unknown cause us to sit back and retreat, quicken our pace and following the racing rabbit. Old solutions will not get the results we want, so shift our perspective to find new ones. Reflect and make sure that what we are doing today is in alignment of where we want to be tomorrow. Lastly, let's set a pace and speed that is needed for our dynamic times, to take the pressure of time to our advantage – to solve problems, attack opportunities – don't let them pass us by. We must step up our pace and maintain it to succeed in our rapidly changing circumstances.

A handwritten signature in blue ink that reads "Ron". The signature is stylized and fluid.

Thanks for listening...
ALL TOGETHER MORE POWERFUL

