



Right People, Right Seats Environment

Have you heard the story of Santa and his eight flying camels? Yea, me neither.

Jim Collins in his seminal book "Good to Great" popularized the concept of "Right People in the Right Seats". After studying thousands of companies Jim and his team were able to parse out what factors separated great companies from good companies. Chief among them: **"Right People, Right Seats"**



Unfortunately, and through no fault of Jim's, this idea has become an oversimplification of how businesses, and certainly how people operate. It has become yet another reductionist exercise of viewing people and their "seats" as static and existing in a vacuum. The organizational equivalent of "mouse trap", stick all the right "people" in the right "seats", turn the crank and voila' the mouse meets his plastic prison...



...Now I've set up a bit of a strawman argument to prove my point, but let me ask you... Is Santa the right person to put in the seat of the sleigh? (You're obliged to say "yes".) So let me ask you this. You send a cartoonishly obese man, with a thick white beard, and heavy velvet suit to the Sahara. Think he's going to thrive? No, me neither.

First takeaway, environment matters not just the role or the "seat".

But what if Santa could make a few changes? Ditch the beard, lose a few pounds, trade in his coat, belt, and boots for a t-shirt and Bermuda shorts?

Second take away, people aren't static, and at their best they adapt to their environment.

humans are pretty good at that. Make it work for your business.

**Right people, Right environment,
Good things happen.**



*My oldest (Hadley). Right person (a kid), right environment (Summer day, Downtown Cary Park Splash Pad), right adjustment (no shirt, no shoes). **Thriving.***

Now this way of thinking creates a lot of questions. How do we define the "right" person? How can people change? What are the "seats"? What exactly is the "environment" of a business. Reach out. I'd love to have that conversation with you.

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Be Better This Month

I recently read Nic Peterson's "Bumpers". In general, it was a stinker and a poster child for how (what I suspect are) solicited Amazon reviews mislead readers. That said Nic did offer an interesting anecdote.

Bumpers

The Framework for Finding Your Personal Abundance, Maximum Productivity, Greatest Profits and Highest Quality of Life

NIC PETERSON

He recounted making an appointment with a top wellness coach. During their first call he told Nic "drink a gallon of water every day this week and then we'll go from there". A week passed and Nic reported he hit the goal 5 of the 7 days. The coach told him, "come back to me when you do it all 7 days."

The moral of the story. We often find ourselves looking for new ways to be better, when there's probably several things that we know work; Yet we don't do them consistently.

What is it that you know works for you, but doesn't get done consistently? Can this month be better?

Client Corner

Two great things I heard from clients this month:

"To hear Zack give this audition presentation, you would think he's worked for our company for five years"

It was a great compliment, but more so it was confirmation of a core belief. Businesses have all kinds of problems, but nearly all of them come down to key questions. Do people want to go the same direction? Can they go the same direction? Is that direction the right direction?

"It's amazing what you find out about yourself if you just take the time to ask and be honest."

You have the answers. You just need the time & space to untangle them from the day-to-day.

Something Fun



Ernest Hemingway, Toby Keith, Matthew McConaughey. Not three names you often see together, but for me they represent a condition I need a name for.

What do you call it when you generally do not care for someone's work, but when they're at their best you absolutely love it?

"True Detective" from the lead in "How to Lose a Guy in 10 Days"?

"The Sun Also Rises" from dribble like "The Old Man and the Sea"?

and "Should Have Been a Cowboy" followed later by "Red Solo Cup"? (God have mercy)

Really? If you know the term for this condition please let me know. Also, if someone falls into this bucket for you, I'd love to hear who.



ZACK TOMLIN PINNACLE BUSINESS GUIDE



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Experience with companies of 1 to 100+.

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