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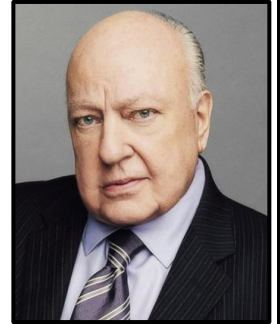
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FORMER FOX NEWS CEO ROGER AILES (1940-2017 PICTURED AT RIGHT) WAS A POLARISING FIGURE. WHILST HIGHLY INFLUENTIAL AND SUCCESSFUL, HE WAS ALSO CONTROVERSIAL. A RUTHLESS EXECUTIVE, AN INNOVATOR AND A MAN WHO FOLLOWED HIS PRIMAL INSTINCTS; OFTEN TO THE COURTROOM. CONSISTENT WITH HIS PRIMAL INSTINCTS WAS HIS BLUNT PHILOSOPHY. HERE'S A PARAPHRASED EXAMPLE. "THERE ARE THREE COMPONENTS THAT YOU HAVE TO MASTER AND INTEGRATE. YOUR HEAD, YOUR HEART, AND YOUR BALLS. THERE ARE TIMES WHEN YOU HAVE TO BE BRAVE, THERE ARE TIMES WHEN YOU HAVE TO BE COMPASSIONATE AND THERE ARE TIMES WHEN YOU HAVE TO BE SMART." LET'S EXAMINE THE BEST COMBINATIONS OF THESE THREE COMPONENTS AND THEIR IMPACT ON OUR POTENTIAL.



YOUR HEAD - BEING SMART

When you need to be smart, there are critics who will label you as cold. In other words, lacking compassion. "Have a heart!" they'll say. This occurs when you have to make hard decisions, dispense discipline, firing, correction or generally ensuring the adherence to standards. To some of the people in your team, you will seem to be hard but if you're consistent, you will only seem hard to the people who are breaking the rules. Be hardest on yourself though because setting examples is what leadership is really about – then it's fair. As a rule of thumb, compare the daily behaviours exhibited by the people you rely on, to the original mission statement of the founders. If they are in harmony, you're on course. Hold yourself accountable.

YOUR HEART –

BEING COMPASSIONATE

When you need to show compassion, there are critics who will say you are weak. "Just cut him loose" they'll say. This can occur when you are in the unenviable position to have to dismiss someone. Just consider that you're taking away somebody's livelihood and maybe a slice of their dignity. This isn't a number. This is a person. A spouse or parent to another person maybe. If you hired that person and sat back and watched him or her fail, it's your fault. You can balance this perspective and maintain your sanity if you've done all you can. Just watch out for that point of diminishing return. If so, then your conscience should be clear; noting you're better understaffed than wrongly staffed.

YOUR BALLS – BEING BRAVE

When you need to be ballsy there are critics who will say you're being stupid or foolhardy. Sometimes you need to make a decision (especially if it involves change) that defies convention or the thinking of the establishment. There is no worse mindset than "if it ain't broke don't fix it." That is a cry to inaction and no decent entrepreneur worth his or her salt ever felt that way. If you feel you need to ask permission to create change or innovate, be careful how many people you ask. What will happen is that you'll eventually ask someone who thinks it's their job to say "no". Possibly a financial controller with the best of intentions. Let me state that the best of intentions is an intention to grow and to explore the boundaries of what's possible. Providing the decision you need to make does not involve the possibility of death or bankruptcy, it might be preferable to simply put on your Nikes and "just do it"!

Understanding when and how the deployment of the best combinations of heart, head and balls happens, relies on the gaining of wisdom, which is often the result of experience. Experience is a fantastic teacher but can be unforgiving because you tend to get the lesson after the event. What that lesson ultimately teaches you, relies on your ego. If you are wired such that your ego refuses to allow you to take ownership of a mistake say, you will usually blame circumstances or other people for your failure. What it will ultimately cost you is the gaining of wisdom. In the event of a success, a healthy ego will allow you to understand why you won; then you can re-create the circumstances or components of the victory. If you're a team leader, it might mean you need to look out the window to assign credit rather than in the mirror. Looking in the mirror is for assigning blame. In either case, you're laying the foundations for more victory and the admiration and loyalty of those who have contributed to or witnessed the victory. Being situationally aware is your compass to victory. Understanding the effect that your words and action have on those around you (whether they be customers or staff) means you'll be mindful of the people you rely upon daily for your victories.



BALLS: You don't learn to walk by following rules – you learn by doing and falling over.

HEART: Train them so they can leave. Treat them so they don't want to.

HEAD: A complaint is a chance to turn a customer into a lifelong friend

So many to thank this month: Thank you to Craig, Brad, Ben, Luke and the fantastic people at TURNBULL MOTORS Warragul for their hospitality. Thank you to John Blain for referring me. Thank you too to my genius cousin Lyn Bishop-Prowse for publishing my new book, "THE WORD FACTORY" available on Amazon.

