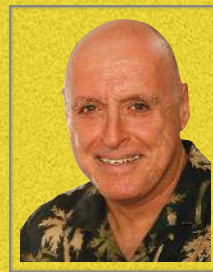


THE EXTRA POINT

BY JERRY ROBERTS



469 Are You Ready for a Breakthrough?

Are you looking to create a breakthrough? To try something that may result in you taking things to a new level? I'm Jerry Roberts and today, some thoughts on how you might achieve that. It's next on The Extra Point.

If you follow business dealings and news you often hear about an organization scoring a major breakthrough that is sure to send their stock soaring, and make their CEO the newest darling of Wall Street. One of the biggest of the past few years is the company Beyond Meat, which is taking on the beef, pork, and soon poultry industries with substitutes that look and taste like the real thing.

Breakthroughs in technology and unique applications like Beyond Meat's business seem to happen every day, and the truth is that they occur in all sectors of the economy and every community on the planet. Some large, some small. People are breaking through and exceeding best practices and top achievements all the time. It happens here in Guam, too.

I've got a few key points to make on this topic. First, let's define what we're after here. A breakthrough could be creating a product that's superior to anything else in the market. It could be improving a process in your company that saves you time and money. How about a new way to provide added value for your customers? Perhaps a better solution to ensure worker safety.

Second, anybody is capable of achieving a breakthrough. You don't necessarily need years or experience. Often times, they happen because a new employee, using fresh eyes, sees things that long-time workers no longer see. It's brand new to them, they figure a way to do it better, and their boss accepts it. That's certainly a simplified description, but it qualifies.

Third, is there a common thread that connects

people who create these advances? Yes, there is. They're dialed in, pay attention to how things work, and don't just accept the status quo or somebody telling them, "Well, that's the way we've always done it around here." People who create breakthroughs in their job, their organization, their industry, and in fact the world, share two other traits...they're curious and they're willing to take calculated risks. They try things and they're not afraid to fail, because getting it wrong is just a step on the road to getting it right.

What have you been doing for months, years, and maybe decades, that you would be willing to analyze in order to figure out how to do it differently? Come up with a list of things to challenge. Think of a breakthrough in simple terms of improvement. Ask yourself, "What small change can I make today?" It doesn't have to be a big deal.

If you're a manager or business owner, walk into the office today and tell everybody to pull out pen and paper, and write down ways to make something better. Tell them to submit ideas by Friday at noon, when you'll reveal them at a company lunch. Brainstorm and have fun, getting everybody involved.

If you come up with ideas you can run with, take action. That's the payoff people need to keep giving you their ideas — that you'll do something about them. In any case, don't make it a one-time activity. Breakthroughs happen because people keep trying. You can do this.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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