

# THE EXTRA POINT

BY JERRY ROBERTS



## # 527 Reach People Who Feel the Rain

As the saying goes, some people feel the rain, while others just get wet. I'm Jerry Roberts and today, we'll line you up on the right side of that little piece of reality...next on The Extra Point.

"Some people feel the rain, while others just get wet." It reminds me of another quote. "There are people who make things happen, there are people who watch things happen, and there are people who wonder 'what happened.'"

What are we talking about here? It's simple. Paying attention. So many people go through life almost completely blind to what is going on around them. They're just not focused.

If they read anything other than their Facebook feed, it might be a newspaper. However, they likely only skim through. They get their news and understanding of news and events through social media.

They might have a mistrust of mass media like radio, television, and newspapers. In their view, all journalists surely have their own agenda or they're controlled by powerful people who are out to control the island, or the world. They say you can't trust any of them. But anybody who posts articles, links, and memes on Facebook...no problem in believing all that.

Don't get me wrong, they may be nice people but they're not very interested in learning facts about the events of the day. Likewise, they probably aren't much interested in the plans and projects of their employer. They are there strictly for the paycheck and only get involved beyond the basics if they have to.

There are three kinds of people who are hearing this right now. One, those who believe I'm exaggerating and this is not a big deal. Two, those who absolutely know people who fit this description perfectly. Three, those who don't trust radio people anyway because we're all part of the conspiracy. We'll I'm not, Ray

and Mana are, but that's another Extra Point.

I've had this conversation with a few Guam senior managers and business owners and more than once I've heard something like, "Yeah, I've already got people like that on my payroll."

Some business owners would say, "As long as they're not stealing from me, I guess I can put up with it."

If this is an issue you're facing, allow me to give you a simple idea to build up your talent and get better results.

Pour your training dollars and personal interest from managers into those who make things happen, because this is where you'll get your biggest return. This is the concept we often push, strengthening our strengths.

Next, focus remaining time and resources on those who watch things happen, because you can turn some of them around into people who will be more productive.

Pull the "watchers" into one-to-one meetings and find a reason to praise them for something. Then, set their bar just a little bit higher and see how they react. It may be just an eyelash higher to begin, but that's okay. Guide them to a small win and then set the bar two eyelashes higher. You know where I'm coming from on this. Keep working with those who respond and eventually you'll hear some say, "Boss, is that rain falling on us? It feels great." I hope that happens for you.

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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