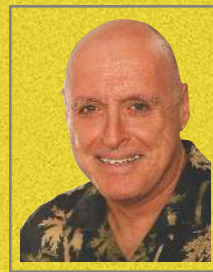


THE EXTRA POINT

BY JERRY ROBERTS



836 Perception: Our Views Control Everything

You've probably heard the saying, "Perception is reality." Let's talk about that today, and how it relates to our workplace? That's next, on The Extra Point.

You and I see the world through our own unique lens. Our perception of the world around us and the people in that world is like no other. Perception is like a fingerprint. No two are exactly alike. You and I might be a mirror image in many areas, but we're always going to have differences.

Sometimes, the differences enhance our relationships. Sometimes, they destroy them. 2020 proved this, as the pandemic and the election resulted in people who might hit it off in 98 or 99% of everything you can imagine, splitting apart over that one or two percent of factors.

Make no mistake, perception absolutely is reality. Perception dictates how we interact with people. Differing perceptions literally means we all live in different worlds because we have different beliefs, values, principles, and ideas.

The kicker to this? Our perception dictates something else: The results we get in our lives.

We choose higher education and careers based on perception. We select a lifetime partner through our perception. The kind of parent we are is determined by perception.

We filter candidates for elected office through perception. As humans tend to be more productive in groups, we seek to hook up with people who seem to share our perception.

Perception plays out in the workplace in numerous ways, and I want to choose just one today, what happens when you hire someone and things don't work out the way you had hoped? What happens then?

Sir Richard Branson is a billionaire businessman, and is the founder of many companies in industries such as air travel, hotels, entertainment, and healthcare. Most of these are under his Virgin brand. He is an adventurer, and a risk taker in both his personal and professional lives.

Branson once outlined his philosophy about hiring and firing workers. His perception on this topic is unique, and one which may not be shared by a majority of managers and business owners.

In his opinion, if you do a solid job of learning about a job candidate, in advance of hiring them, there are few reasons for letting them go. Yes, the company could go out of business or hit a severe downturn and be forced to lay people off.

There could be behavioral issues that pop up, and you have no choice but to let someone go. Other than that, Branson would decline to fire a worker whose performance isn't up to expectations.

His rule in all of his companies is to offer the worker a job in another department of the company; or to see if there is a position open in one of his other companies. That's how his HR department operates.

Excluding the extreme circumstances mentioned, Branson says that if that worker is simply terminated, it means the evaluation was poorly handled or the job wasn't right for them. In other words, they chose the right person, but the position was the wrong fit.

Branson has claimed this philosophy to be successful. What do you think?

Do you invest considerable time and resources in the initial evaluation of a candidate, so the chance of failure is reduced? (Con't.)

In the absence of a reason to terminate, before you decide to fire someone, would you try to move them within your company?

As I'm saying these words, can you see the face of a coworker who would benefit from such a change?

What's your perception?

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

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