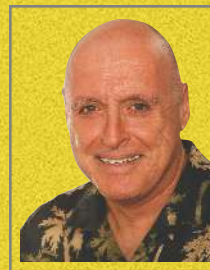


# THE EXTRA POINT

BY JERRY ROBERTS



## # 1057 We Need More People Contributing More Ideas – Part 1

What do you do when you have a disruptive worker in your organization, one who goes against the grain all the time? What steps do you take to solve the problem? I'm Jerry Roberts and let's talk about those employees who just don't fit the mold. That's next, on The Extra Point.

Many years ago, during a leadership event much like our annual program, Live2Lead, one of the speakers brought up the issue of having workers in our midst who are just different, sometimes to the point of being disruptive. "What should we do when that happens," he asked.

See as though I'd sometimes been called a little "disruptive" in my day, I was intently focused on his presentation.

The speaker was a man named Tom Peters, one of the biggest names in the leadership authoring and speaking business in the 1990s and the first decade of the 2000s.

Peters was known as outrageous, someone who didn't simply push the envelope, so to speak...he pulled it, twisted it, lit it on fire — and loved tweaking the noses of the more conservative thinkers of his day.

In his talk that day, he advocated finding a couple of "freaks" in your organization, and including them in the serious thinking and planning for the organization.

He said those kinds of people might look different, dress different, and act different, but they also might come up with different ideas for you because they don't see things the way everybody else does.

Peters reminded me of something I'd learned years before. If you're going to go into a planning session and everybody there thinks exactly like you do, what good are they?

You need people who can take ideas, then push, pull, twist, turn them inside out, and make new ideas out of them.

Normal, everyday folks don't usually have that ability. Freaky people do.

It's not that everything they come up with is new and world-shattering, but once in a while you might get blown out of your socks with something you'd have never thought of in a hundred years — and it'll be the idea that opens doors for you.

In the last 20+ years, since meeting Tom Peters that day, I have repeated his mantra to CEOs and business owners, always asking, "So, who are the freaks here?"

It always gets a laugh, but it could get a lot more under the right conditions.

Organizations are being challenged today like never before. They need all the ideas they can get, and they need as many people involved as possible.

The next time you plan a brainstorming session, don't set it up for just a drizzle. Invite some different types of folks, and maybe you'll catch some thunder and lightning.

Monday, we'll have more on creating the kind of environment where more people will want to contribute.

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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