

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1210 Why We All Should be Curious

I've mentioned before that I'm a naturally curious person. I read a lot, I seek answers to questions, and I've learned the benefit to life and career by asking the next question and the next. I've known a lot of people who are like me, with that curiosity, and lately I've been wondering what a totally curious organization might look like. I'm Jerry Roberts, and we'll see if we can flesh that out, next, on The Extra Point.

We're talking about curiosity today. Usually, we think of that in terms of individuals asking questions. Let's expand on this concept and for just a moment, imagine that the place you work was 100% inhabited by curious people. What would that look like?

Think about it. People would constantly be in questioning mode. They'd be looking at every procedure and job, and seeking ways to do them better and more efficiently. Those jobs and procedures would change, and that would be good for the organization, for workers, and almost certainly for our customers and vendors as well.

Contrast that thought with a company that rejects this, preferring to do things the same way they've always been done.

When I first came to Guam, I did business with a lot of companies that no longer exist. There are many reasons that happens, but one of them is the fact they resisted change. The old ways remained in force, until one day it was clear the island had moved on from them.

I've mentioned before that my all-time favorite TV commercial was the "What If?" campaign from Hewlett-Packard, the tech manufacturer that once was the world's largest producer of laser printers.

The HP ad would come on, and I stopped what I'd be doing, and drank it in. What if we did this, or that? It was the stuff of dreams. What can we create? How far can we go?

It was about curiosity. I may not have all the answers today, and maybe you don't either. However, "what if" we team up and start digging for them? What can we create, and how far can we go?

Are there any jobs at your organization that might be improved if you could focus on them?

How about your workplace rules? Can I toss in your SOPs, the standard operating procedures? What could be made better if you and your teammates spent an hour or two on a regular basis to break down what you do and how you do it?

I'm not saying you have to change everything. Some jobs, processes, and procedures will be just fine as-is. However, it's worth the time to analyze them. "What if we add this or takeaway that?"

What if you deputized every member of your team to dig into your entire operation, to tear apart every thing you do, seeking ways to tweak, twist, turn, and simplify? What if you made a game out of it to add the element of fun?

What if you rewarded people for proposing changes, even if those changes never became reality? What if you gave significant rewards and recognition to those workers whose efforts were adopted and benefited everyone?

What if you got every department eliminating wasted efforts. Could you save time? Could you save money?

We've just scratched the surface on this topic of curiosity. I recommend incorporating it into your meetings, and let people know that if they can make things better, to go for it.

(Con't.)

I've worked for a few companies where this happened, and I believe giving people a license to think was a tool of engagement, long before we ever knew what engagement was?

What if you put curiosity to work at your place?

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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