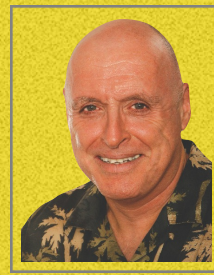


THE EXTRA POINT

BY JERRY ROBERTS



1500 Embracing Strategic Slowness — Part 2

Yesterday, we discussed the concept of strategic slowness and explored the first four situations where it can lead to better outcomes. Now, let's dive into the remaining four scenarios where embracing strategic slowness can have a significant impact for you and your organization. I'm Jerry Roberts and that's coming next, on The Extra Point.

You can download the transcript for the first part of this short series, #1499, by going to our website, guamtraining.com. That has the first four ways to employ strategic slowness. Here's...

5. Mitigating biases and stereotypes. We're all biased and most of us use stereotypes a lot more than we'd like to admit. Our brains often rely on these biases and stereotypes to make quick judgments. However, these shortcuts can lead to inaccurate assessments.

Slowing down our thinking processes and challenging these biases can help reduce or eliminate their negative effects.

6. Reducing destructive friction. The guy that came up with this concept, Bob Sutton, is a professor Stanford University. Professors and engineers use terms like "reducing destructive friction." You and I probably won't hear it at lunch today. Let's break it down.

Friction is generally not a good thing when discussed in business circles. Friction causes wear and tear on gears, engines, and other things — including people. Sometimes, slowing down can be a means to prevent it.

By introducing deliberate pauses, thoughtful reflection, and additional steps, organizations can reduce time-wasting activities and prevent unnecessary burdens on others. Managers have successfully used this technique to curb time-wasting meetings and improve overall efficiency.

7. Connecting with customers. In the pursuit of speed and efficiency, organizations often

overlook the importance of building genuine connections with customers. It all becomes highly transactional. The person has an issue and my only objective is to solve the issue.

To me, that's giving away an opportunity to shine in front of this person and build a better and deeper relationship.

Bean counters rule most businesses of any size these days, and they teach stuff like CLV, customer lifetime value. Basically, it's how many times the customer will buy from you, times the average value of the transaction. If you make somebody mad, it's not this person walking out the door, it's \$97,377.44.

Never mind all that. Focus on who is in front of you, why they're there, and maybe that they're in the middle of a lousy day that you can make better. Connect, don't just transact.

8. Enjoying the good things in life. In our fast-paced society, it's easy to overlook the simple pleasures and rush-rush-rush through just about everything.

Strategic slowness has us taking the time to savor and enjoy positive moments. A growing number of experts believe that this can lead to better relationships, improved mental and physical health, and enhanced problem-solving abilities.

Get the transcripts, numbers 1499 and 1500 at guamtraining.com, and talk about these ideas, to see if they might work for you.

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

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