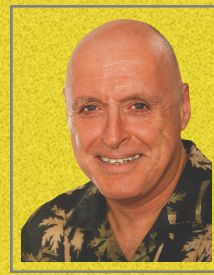


THE EXTRA POINT

BY JERRY ROBERTS



1505 The Macintosh, Burning Boats, and Your Workplace?

One of the games within the Super Bowl game is the heated competition to create the most memorable TV commercial. Given that each 30-second ad hit the wallets at \$7 million each this year, you want to make them count. It's been that way for most of the 58 years of the big game, but it got serious in 1984 and there's a story behind it. I'm Jerry Roberts, and I'll have it for you, next on The Extra Point.

Apple launched their first Macintosh computer in January of 1984. They announced it to the world with a single 60-second ad in that year's Super Bowl game. The ad ran just once and forever changed how advertisers thought about what they could do with their TV commercials in that game. If you've never seen it, go to YouTube and search for Apple 1984. Click the one with "4K Restoration" in the title.

The ad played off of George Orwell's book that showed the kind of society that we'll have one day, if we stand for the powers that be to remove our personal freedoms, including the freedom of speech and freedom of thought. Therefore, it's a 40 year-old TV ad that is relevant for our times.

The thing is, there was major drama behind the scenes. Apple had guaranteed the date that the first Macintosh computers would be shipped, and they couldn't back off of that. However, that date was in jeopardy.

Apple's developers realized that they weren't going to be able to make that date. They told co-founder and CEO Steve Jobs that they needed more time. He simply said no.

There would be no delays. No more time. He told everybody on the team how great he thought they were, and he knew they could get the job done on schedule. Then he added another couple of sentences that took their collective breath away.

"You guys have been working on this stuff for months now, another couple weeks isn't going to make that much of a difference. You may as

well get over it. I'm going to ship the code a week from Monday, with your names on it."

The developers quickly realized that Job would do exactly as he said, and they had no choice; they had to finish on time. They worked nearly around the clock for a week. No showers, meals at their desks, and they made the deadline. They had to, so they did.

Perhaps you've read books or seen movies where a group of explorers sail to a far-off land and faced with major challenges, many of the crew members want to give up the quest and get back on the boats.

Instead, and to their horror, the captain orders the boats to be burned, giving them no means of escape. They have no choice but to go on with their mission.

Few of us will ever face such a situation, but there are times in our jobs and careers that we must move forward against all odds, mentally burning our boats when tempted to give up.

If you're a senior leader or a business owner, what boats do you need to burn today, in order for your team to make the decision to dig in and overcome adversity...to dig in and make the changes needed for a new level of success.

Maybe it's a good time to gather your team around you, and tell the story of the Apple ad in the Super Bowl, and the concept of burning boats. See what they think. You may be surprised.

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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