

Knowing what you can do

I saw a headline on a news article today. "Management: Why good companies go bad," it said.

"I couldn't have said it better myself," I thought to myself, as I opened the article. It turned out the "Management:" part of the headline was the name of the blog, and the article wasn't quite what I expected. Now, I note they've changed the headline.

You know, they should have left it alone. For the most part, management is one prime reason why good companies go bad. They go bad because bad management spends so much time looking at the wrong things, and taking their eye off the ball.

And for this, we pay the people? What good is a CEO if he or she is going to do stupid things that risk the company? Shareholders pay CEOs millions of dollars to run companies, and what happens is that the bosses wind up shredding the companies into little bits, which dry up and blow away. Face it: the CEOs aren't the brightest people in many companies. No janitor is ever going to risk loaning money to people who he knows can't pay it back, for example -- and it's doubtful that a rational person on a car company's assembly line is ever going to say: "You know, I've got an idea -- let's manufacture vehicles that nobody wants to buy." And yet, various politicians will say those exact things, and the CEOs will do it as well.

Well -- let me get down from my high horse a bit. Let's look at this a bit differently -- just as companies should know what their purpose should be -- to create products that people wish to buy, allowing the companies to continue in business -- so should we as people know the same thing about us. We should know what our purpose in life should be -- and if we don't know it, we should learn what it should be.

After all, you are the CEO of your own personal company -- Me, Inc. -- and you should know better what you are capable of becoming a whole lot more than anybody else will know.

We've got to keep our eye on the ball -- we've got to concentrate on those areas we are good at doing, and then not only do those things, but get better at doing them.

Only then will your personal company be a success.

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