



APPLICATION GUIDE – DECEMBER 2017

Uniquely Better - Part 2

BOTTOM LINE:

Our responsibility as leaders is to create organizational cultures positioned to *recognize* rather than *resist* uniquely better.

KEY TAKEAWAYS:

There are four organizational habits that will help an organization recognize uniquely better.

1. **Be a student, not a critic.** I will not criticize things I don't understand.
 - We naturally resist things we don't understand and can't control.
 - Rather than criticizing something you don't understand, ask questions to try and understand.
2. **Keep your eyes and mind wide open.** Listen to outsiders.
 - Closed-minded leaders close minds.
 - If you shut your eyes and close your mind, you will shut the eyes and close the minds of the people around you.
3. **Replace “how” with “wow.”** *Wow* ideas to life; don't *how* them to death.
 - We fuel innovation or shut it down by our responses to new, untried, expensive, unorthodox ideas.
 - Nothing is gained by not knowing what the people around us are dreaming about.
4. **Ask the uniquely better questions.**
 - Before beginning something new, ask these questions:
 - Is this unique?
 - What would make it unique?
 - Is it better ... really?
 - If what you are trying to do is not clearly better or obviously unique, keep working on it.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. What are some areas of your organization, competition, etc., that you find yourself criticizing? How would that change if you better understood those by asking questions rather than criticizing?
2. How would your organization benefit from listening to new and differing ideas?
3. How can you begin to let others around you express their “wow” before being concerned with the “how”?