



“Now In Our 41st Year”

From the desk of David Simpson

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“If you want a guarantee in life, buy a toaster.”

- Clinton Eastwood Jr. (May 31, 1930 –) American movie star

Research shows that 74% of the adult population are absolutely determined to have a “guarantee” on just about everything in life to avoid risk of any kind - in both personal and professional settings. Anecdotally at least, it seems that “fear and anxiety,” a great deal of which are triggered by the media, are the primary motives to avoid risk. Interestingly, only 11% will deliberately seek or consider making decisions, well thought out or otherwise, that involve risk. And in case you are wondering, those who do take risks, especially calculated ones, are, on average, smarter than those who do not. Studies also suggest we were more risk tolerant in decades past. Unlike in years gone by, one of the reasons people are more risk-averse these days is that most people get to live in a “comfort zone” of safety and security (everybody gets a trophy). So we are clearly getting very little practice in the art of taking risks. It seems, as senior leaders, that we need to give our team members the opportunity to take smart risks – so they can learn and grow. After all, without taking risks innovation stops; invention stops; forward progress stops; personal and professional growth stops; building confidence stops.....the list goes on. The reality is that people live with risk every day and need to learn how to better embrace it. Quoting the words of Charles Webb Ph.D., “What sane person would choose to live in a germ-free, climate controlled safe space only to end up shivering in terror and regret as the end draws near.”

Born exactly 95 years ago today, Eastwood has done okay for himself after starting out as a lumberjack, steelworker and a bouncer at a nightclub!

Perform better!