



"Now In Our 42nd Year"

From the desk of David Simpson

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"You can only be young once but you can always be immature"

- David Barry (July 3, 1947 -) Columnist and humorist

Our organization has been studying human psychology and behavior in corporations for more than 40 years. And during that time, some, perhaps, unexpected results have bubbled to the surface. For instance, with senior executives in entrepreneurial companies (up to \$50M in top-line sales and/or 500 team members), what we have found is that many successful executives in these kinds of businesses are a little more impulsive than those in bigger organizations. The result is that decisions get made in hours, not months; they tend to take quicker advantage of marketplace gaps; they pivot quicker when conditions change and they are more likely to take bolder risks. Ironically one of the side effects is that these executives do, at times, come off as being a little more immature than other people. Of course, too much of a good thing is not a good thing. Excessive lack of behavioral control results in impulsivity that typically leads an executive to "pulling the flower out of the ground to see how the roots are doing." Not good!

Now, I did mention that Barry is a humorist – in fact, he wrote a humor column for the Miami Herald for more than 20 years. So, without further ado, perhaps these additional quotes from Barry might tickle your "funny bone."

"Skiing is all about outdoor fun combined with knocking down trees with your face."

"The metric system has never caught on in the US unless you count the increasing popularity of the 9 mm bullet."

"The main difference between a funeral and a meeting is that the funeral has a purpose."

"Buying the right laptop and getting it to work is no more complicated than building a nuclear reactor from wristwatch parts in a darkened room using only your teeth."

Perform better!