

## Myths Of Modern Business

by **Steven D Huff**

Sherlock Holmes and Dr. Watson went on a camping trip. During the night, Holmes awoke, nudged his faithful friend and said, "Watson, look up at the sky and tell me what you see." Watson replied, "Sir, I see millions and millions of stars." "And what does that tell you?" inquired Holmes. Watson pondered for a minute, then answered. "Astronomically, it tells me there are millions of galaxies and billions of planets. Astrologically, I observe that Saturn is in Leo. Horologically, I deduce that the time is approximately a quarter past three. Theologically, I can see that God is powerful and creative. Meteorologically, I suspect that we will have a beautiful day tomorrow. Why? What does it tell you? Silent for a moment, Holmes finally replied, "It tells me someone has stolen our tent!"

This fun story illustrates how easy it is to overlook the obvious. In business today, many people have so fixed their eyes on a few old business axioms that they have missed the obvious changes in how business should be done. These old axioms or business principles may or may not have ever been true but are taught and practiced today as if they were. Let's call these axioms what they really are. . .Myths.

Here are several modern business myths and their corresponding reality. . .

- **The Customer Comes First - Over who?** The problem with this myth is that it presumes you can wave a magic wand and customers will be well served. In reality, there will be no customer service without well-cared-for, motivated employees. So instead of ranking customers as more important than employees, try to establish equality. Invest in and serve both as if each were the key to success.
- **There's A Labor Shortage -** Today everyone quotes the low unemployment rates and bemoans the current labor crisis. In reality there is not a "labor" crisis, but a "turnover" crisis. Business today can forget asking, "Are there enough people available to work?" Instead ask, "Are there enough people available who want to work for us?" Make your business a fun, challenging, reputable and caring place to work and you won't have a labor shortage.
- **Knowledge And Skill Drive Success -** A few years ago Mark Miller, an executive with the Chick-fil-A restaurants, made this observation, "We've gotten pretty good at teaching the 'how-to.' But we forgot about the 'want to.'" The obvious lesson: knowledge and skill are not nearly enough. In reality, workers must have the internal drive and motivation to achieve their goals. Said another way, "Success doesn't come from the 'I.Q.' alone. It also requires the 'I Will...'" Look for people with the "I will do my best" attitude and you'll find success is not far behind.