



## **Choosing Right**

The old expression that you are the company you keep is one of those sayings that young people hate to hear, and older people hate learning is absolutely true. Expanded into the business world, the idea that the people around you make up the core competency of your company is all too often learned the hard way.

It is easy to overlook someone's faults. In fact, for most of our lives we are taught that no one is perfect and that seeing beyond someone's weaknesses is the right thing to do. Yet, when applied to business, it all too often means the delay of a major unpleasant event, as the cumulative consequences of the overlooked flaws builds up into one big mess up.

There are so many points of contact with other people during the course of regular business that the selection of the right people becomes all the more critical, as the compounded damage of multiple poor choices can be disastrous.

The people we hire need to execute the tasks we entrust to them diligently and with great respect for the importance of their contribution to the overall wellbeing of our enterprise. The people we partner with need to carry their weight and fulfill their part of the equation so that the totality of our joint mission can be fully executed. The people we market through need to deliver on their promise for exposure and timely contact with the market. And the people we sell to need to communicate back to us their satisfaction levels and needs, so that we can continue to serve them and count on them as loyal customers.

The dependency we all have on others makes the need to choose right even more critical. Any weakness in the human chain can cause a breakdown in the entire process, both because there can be a halt in total performance, and because one weakness can lead others in the chain to become disgruntled. In order for it to work well, everyone needs to be working well, and in order for everyone to be working well, everyone needs to be right for the job they are assigned to undertake.

The issue is about more than human resources. It is about trust and the need we have to place part of our good fortune into the hands of people we think we know, hope we can trust, and must rely upon.

It's so much easier when you choose right.