

“Think Out of the Box?”
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I recently heard one well-respected business leader state to another high profile business leader “I’ve instructed my people to start thinking outside the box!” Wow! Earth shattering! There’s something new.

Anyway, my first thought, as I listened – it’s about time to start thinking out of the box – but to really start thinking outside the box you have to get out of the box! This gentleman will never get thoughts or ideas from within the box (his own company people), he needs outside help – from those who aren’t “inside his box.”

In-breeding (moving the troops up through the ranks) has a lot of merit but it breeds inward thoughts and ideas they may tell you what you want to hear, not what you need to hear – ‘ya gotta get outside to really know what’s going on.

Suggestion:

First, get an outsider (consultant) to survey anonymous outsiders - end users, customers, competitors, people inside the industry - Yes, and even have them check with the reps – then second check outside the industry – even retail – really get ideas out of the box.

When finished, pick some trusted, respected, experienced and knowledgeable people to formally (or informally) be part of your advisory council(s).

- A Customer Advisory Council
- An End User Advisory Council
- A Trusted Mentor Group Council
- A Rep Council

Digest your findings, analyze and share with your inner top management team as you now really begin to act and think out of the box.

Too many times people use the cliquish “Think out of the box” without really meaning it. Think out of the box – get out of the box!

Think about it.

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