

# **IF YOU DON'T MAKE WAVES YOU'LL DROWN**

## **10 Hard-Charging Strategies for Leading in Politically Correct Times**

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**MAIN IDEA**

Political correctness is draining the health and vitality out of many businesses. This is due to the fact all too often political correctness sacrifices truth for the sake of harmony, creativity for the pursuit of conformity and emulation instead of innovation. Political correctness weakens the strong so the weak don't feel left out, which forces companies to become mediocre. It's time to stop all this madness and build a high-performance culture where exceptional results are celebrated instead of being frowned on.

To achieve this in practice, there are ten things you need to do:

- | How to offset political correctness in business |   |
|---|---|
| 1   | Don't worry about trying to make everyone happy.    |
| 2   | Forget entitlements – Build a vibrant meritocracy.  |
| 3   | Don't confuse the scoreboard for the game.          |
| 4   | Give honest feedback – even if it ticks people off. |
| 5   | Be prepared to go against conventional wisdom.      |
| 6   | Forget diversity – Go for results.                  |
| 7   | Don't play to win – Play to dominate your market.   |
| 8   | When people go off track, confront them directly.   |
| 9   | Don't make people happy – Make them better.         |
| 10  | Put your money where your values are.               |

It's time for business to stop paying the price of political correctness, and to return again to the single-minded pursuit of greater productivity and exceptional performance, even if that means some of the marginal performers feel left out. Companies need to build a meritocracy where the best talent can excel based on personal responsibility and accountability for the results achieved. The culture of entitlement bred by political correctness needs to be replaced with a culture of celebrating world-class performance.

<b>1. Don't worry about trying to make everyone happy..</b> . . . . .	Page 2
Don't be a wimp. Instead of taking polls to see what people think, lead from the front. Hold people accountable for their actual results achieved, not just their good intentions.	
<b>2. Forget entitlements – Build a vibrant meritocracy.</b> . . . . .	Page 2
Entitlements are the result of PC thinking. Forget that. Instead, build a meritocracy where everyone earns what they get. This is the best way to leverage your strengths and weed out weaknesses. If you don't do this, your best people will leave.	
<b>3. Don't confuse the scoreboard for the game.</b> . . . . .	Page 3
Always dig beneath the surface and find out how people are producing the results they clock up. This will show what you can expect in the future. If you don't do this, you may find corners are being cut in the name of expediency, which is not good.	
<b>4. Give honest feedback – even if it ticks people off.</b> . . . . .	Page 3
Good people need to know where they stand with you. They won't get offended by the truth but they will get frustrated by beating around the bush. Give honest feedback quickly and forthrightly to bring the best out of your people.	
<b>5. Be prepared to go against conventional wisdom.</b> . . . . .	Page 4
Challenge conventional thinking and force every dogma you believe to prove itself in practice. Refuse to do something just because you think everyone else is doing it.	
<b>6. Forget diversity – Go for results..</b> . . . . .	Page 5
Politically correct organizations pursue diversity with a passion. That's crazy. Replace diversity with a passionate quest for results. Nothing else matters.	
<b>7. Don't play to win – Play to dominate your market.</b> . . . . .	Page 6
Don't just try and get your fair share of the market. Get more. Stack the odds in your favor by maintaining a killer instinct so you can outwork, outsmart and out-think your competition.	
<b>8. When people go off track, confront them directly.</b> . . . . .	Page 7
You can't change someone's behavior by holding your breath and hoping for the best. Be direct. When people go off-track, let them know of the consequences without any ambiguity.	
<b>9. Don't make people happy – Make them better.</b> . . . . .	Page 7
Your challenge as a leader is to earn your people's respect first and foremost. If you can also become popular, that's fine, but it doesn't change the fact your main job is to make people better.	
<b>10. Put your money where your values are.</b> . . . . .	Page 8
You can and should use your business to support the causes and movements which reflect your values. You need to lead by example and make the world a better place.	

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