



5 Minute Strategic Mindset

Your weekly dose of subtle provocation



Here's my list of what I'm enjoying, or is inspiring me this week.

A quote that made me think

"The biggest needle movers will be things that customers don't know to ask for". [Jeff Bezos](#)

A chance meeting that amazed me

I was flying from Istanbul to Sicily in April, on my way to a meeting of the international expert group of consultants I belong to. I introduced myself to my neighbour, who I found out was Giovanni Scafidi, COO of Eldor, an automotive components manufacturer. We had two hours in front of us, so I started asking questions: "What's the biggest achievement of your business? What's your secret to success? What's next for you?" Giovanni was a willing and passionate responder to my many questions, flipping open his laptop to show me videos, financials and photographs. I thought we'd be talking automotive parts for an hour, but instead, Giovanni blew me away by explaining exactly how his company had grown from nothing in the 1970s (running a small workshop near Lake Como) to half a billion Euros revenue today and manufacturing on four continents. Their greatest achievement? **Defect free factories** (one of their customers, VW, demands less than 150 parts per million with faults; Eldor delivers 1 per million — and often none). Their secret sauce? **Being values based**, with love (yes, love!) as their primary principle. Giovanni said, "Some can compete on technology, or costs, but we compete on values. Nobody can beat us". Next steps? **Eldor is constantly 'rebirthing'**: In the 1970s they made parts for televisions; today they produce ignition components for internal combustion engines; tomorrow, parts for electric vehicles, with a goal of doubling again within 5 years. **Question: How do your values link to your tangible, measurable results?**

A book that blew my mind

While in Sicily, I visited the superb baroque town of **Ragusa**. There, I found a slim book by Italian physicist, Carlo Rovelli, called **"The Order of Time"**. I read the whole book over my five course lunch in an 18th century dining room, and by the time I was drinking coffee, I'd had my brain exploded (and it wasn't the wine!). Rovelli explains to laypeople some difficult physics concepts that can be summed up as follows: Reality is just a complex network of interacting events onto which we project sequences of past, present and future. In just 200 pages of very easy and engaging writing he explains how time is not an objective feature of the universe, and he takes time to show how this extremely powerful and universal illusion might have come about. This book challenges us to ask: "As well as remembering 'the past', could we recall the future?" **Question: What 'realities' do you work with in your organisation that are just social constructions and not objectively true?**

An idea that I've been pondering this week

Truly effective philanthropy. Many of my non-profit clients either contemplate — and less often, actually invest in — getting financial support from communities or well-heeled donors. It's certainly not an easy row to hoe but last week I saw a stellar example at the **National Gallery of Victoria's "The Art of Dining"** week. My wife, **Kate Challis**, is an interior design who was one of 40 creatives (artists, interior designers, couturiers, florists, stylists) invited to each create a 'wow' design for a dining table, able to seat 12. This enabled the NGV to: (i) invite 400+ people at \$750 a head to a gala dinner; (ii) host 1000 people at a cocktail party at \$200 a head, and (iii) sell 3000 viewing tickets to the general public at \$30 each. The event was a triumph of aligning the gallery's interests with those of commercial designers (for whom it's a honour to be associated with NGV), and the Melbourne public, who are deeply attracted to this unique combination of food, art and design. **Question: What philanthropic initiative could combine your organisation's mission with those of partners, and powerfully engage the public to support you?**

Read Andrew's current White Paper NOW on www.workwell.com.au/resources/



DOWNLOAD WHITE PAPER

And, please send me your feedback by email to ah@workwell.com.au
Which bullet above is your favourite? What do you want more or less of?
Other suggestions? Let me know!

Have a wonderful weekend.



Our mailing address is:

2/110 Gertrude Street, Fitzroy, Victoria, 3065

[Unsubscribe from this list.](#)

[Visit our website.](#) | [Watch Andrew's videos](#) | [Download free book \(first 2 chapters\)](#)