



5 Minute Strategic Mindset

"Learning is not compulsory... neither is survival." W.Edwards Deming



How would people behave in a real crisis?

Many years ago, I bought a budget ticket to Europe on the first Arab airline to fly to Melbourne, **Gulf Air**. Our flight was scheduled to depart at midnight, but a technical glitch meant we couldn't fly until 1am. By then, the curfew had hit us, so we couldn't fly. Worse, the airport terminal was closed for the night too, so we had to stay on board until air traffic control resumed at 5.30am. Not a great start to a 24 hour flight. I was shocked, however, at how panicked passengers got in that 4 hours — and the mayhem they created. Yelling, screaming, locking themselves into toilets, even throwing food. I thought, "What on earth would these people do in a real crisis?" In Australia, we're stockpiling toilet paper as a coronavirus measure, which prompts me to ask the same question, "What would we do in a real crisis?"

Question: "How do you differentiate your response to a real crisis and a mere inconvenience?"

Essential life skills - do you have these?

Kidults are aged 18 - 24 and still live at home. They are a mini-industry in themselves, costing \$12b for their parents to support each year. Scott Pape is the Australian financial literacy phenomenon going by the name **The Barefoot Investor** and, in his book for families (which outsold the last Harry Potter book in Australian presales!), he lists **10 Money Milestones** that he believes a 'kidult' should achieve before age 18. Here are a few: #1 Open a zero-fee high interest savings account. #2 Buy and sell something secondhand. #3 Learn to cook two nutritious, low cost family meals. #4 Work out how to save \$100 in household bills. #5 and #6 Get a part time job and obtain a glowing reference from your boss. At age 18, I could do 3 out of Pape's "Barefoot 10 List"; my son is 10 and I'd love him to do all 10.

Question: "What significant life capabilities do you think many kidults — and even some adults — are lacking?"

A different way to employ someone

My consulting practice got way busier in 2019, not just with more projects, but more complex projects. I love that, but it meant that, for the first time in 20 years, I need backup. Not another consultant, but a business manager. I've found someone remarkable, Tracey Marshall, and some of you reading this would have already met her (online at least). Many people have asked me how I found Tracey.

I started on **seek.com** with a three step process. (1) I put a 5 minute **Loom video** up where I talked about myself, my pain points, and the sort of person I was seeking. I asked applicants to respond not with a CV, but with a Loom video also, telling me about themselves, and how they'd solve my pain points. Of 55 applicants 20 included a video. I didn't look at the other 35, as they hadn't passed the first test of following simple instructions. (2) Of those 20, I liked 10, so asked them to do a practical task: I gave them a de-identified project proposal and asked them to tell me how they'd organise me on that project. I got spreadsheets, project plans, powerpoints, and more videos. (3) Of those 10, I really liked 5, so only then did I meet with them. All were good, but two were outstanding, so I did second interviews and closer reference checking.

Tracey passed everything with flying colours so, now, after just a month, I'm confident she'll be great. In brief, I found someone exceptional by making a five minute video, watching 20 short videos, looking over 10 project tasks, and meeting 5 people.

Question: "What processes can you create to create greater certainty in your decisions, while reducing labour?"

Andrew Hollo wins the international award for the Society for the Advancement of Consulting's **Consultant of the Year 2020**



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