



TIP OF THE WEEK

July 22, 2008

Have you seen the Staples Easy Button? *Play Easy Button – "That was easy."*

I keep one on my desk and whenever I facilitate I carry two with me – one in English and one in Spanish. I hit that button after a particularly complicated or thorny problem has been resolved to put an ironic period on the event. Say we're wordsmithing a value proposition and the team really works hard to find something unique. After a brainstorm hits, I hit that Easy Button to break the tension and get a laugh.

And imagine if life were that EASY. Wouldn't it be great if it really worked?

I also have a button glued to my keyboard that reads d-u-h, duh, because sometimes the answer I'm looking for is so painfully simple that I don't need to break my neck being overly creative, to find it.

If you're like me, having gimmicks like this on your desk brings that occasional needed smile for you AND the people you work with.

Good luck. Work **ON** your business. Stay in touch.

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