

The Pacesetter Way

It is everyone's individual responsibility to appropriately encourage and help all associates consistently follow these behaviors.

20. Collaborate to Create Win/Win Solutions: Address each problem with the intent to uncover new opportunities that benefit all parties. Apply your creativity and enthusiasm toward the development of those solutions by learning to view situations from others' perspectives and apply them to your decision making.

It's easy to make decisions in a bubble. We have our perspective and do not easily see others'. Susan Scott in her book "Fierce Conversations" uses a beach ball to demonstrate this. If you are standing on the color blue all you see is blue. However, the beach ball also has yellow, green, red, and white sides. If you are standing on any other color the world only looks that color. We all have pieces of a much larger picture. Our individual perspectives represent part of the truth but never the full truth. It takes understanding others' perspectives and collaborating to see the bigger picture and create the best solutions.

One reason I love the "Can You Imagine Wall" is because of this very concept. We have a lot of room to improve on how we use the wall and get more interaction. That's aside from my point. When people utilize the wall, others see their ideas. Many times someone writes another idea beneath the original idea or branches a concept off the first one. Our individual ideas may be good alone and they become great when verified by others and, more importantly, expanded by others. An idea that comes from multiple individuals brainstorming takes into account a variety of perspectives and thoughts.

That's collaboration. Collaboration can be on the wall, it can happen in Salesforce, it can happen over the phone or in a meeting. It is not limited to one forum. It's when multiple individuals take a concept or a challenge and tackle it by sharing ideas and playing off one another to find the best solution that fits everyone's needs.

It is very easy to want to tackle a challenge as you see it. Remember however that you only see one color and your solution may create a different problem you can't see. It's better to fully understand the problem and come up with a solution that truly resolves it.

In order to do this, you must remember last week's fundamental and Check Your Ego at The Door. To practice blameless and collaborative problem solving, we must be humble and accept that we do not have all the answers or the best solutions. That's okay as long as we participate in solving the problem, knowing that collectively the solution will be better when collaboration is involved.

On a completely different note, this is the last Pacesetter Way Blog you will see from me. We have gone through all 20 fundamentals and it is time to start at the beginning so we can continue to grow and learn. I have challenged and empowered the Executive Team to take over the next 20 blogs and huddles, to share their thoughts as to why these fundamentals are important and how they affect us as individuals and a team. After the EMT, the Leadership Team will have their turn. We will continue to do this weekly to highlight their importance as part of the CORE of who we are as PACESETTER ASSOCIATES AND TEAM MEMBERS.

I truly enjoyed writing these and leading us through the first 20. I look forward to hearing others' perspectives as we share and learn more together. I can't wait to see collaboration grow and expand something that I see as crucial to our team and our culture.

So, I end my last blog with how it began: It is everyone's individual responsibility to appropriately encourage and help all associates consistently follow these behaviors. That is The Pacesetter Way!



Aviva Leebow Wolmer
Chief Executive Officer