

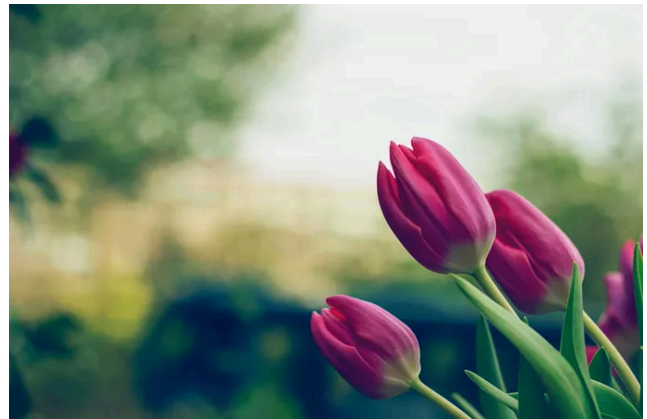


Tom's

Schin Sights

Hello, Friends!

Wow – April is upon us. Time for flowers to start blooming and birds to be making their nests. I love watching the buds pop up through the ground, then I swear at the squirrels and rabbits that chew off the heads or dig up and eat all the bulbs I spent money (and energy planting) on. I love and hate nature at the same time. It is a reminder of how cyclical things are though. Keep that in mind in your day-to-day business. I used to try and trick the squirrels, moles, etc. by casing my tulip bulbs in chicken wire, and dusting them with chili powder but eventually they just didn't care. I wasn't pulling the bulbs out of the ground at the end of the season or fertilizing them the



right way – sort of half assing it, if you will. I wanted all the pretty, but didn't want to do ALL the leg work. Let that be a lesson for you – that while you go through the motions, eventually your employees won't care if you're not all in on being intentional with your people. You have to get your hands dirty over and over. Culture, Engagement, and Leadership development won't stand for complacency.



The signs are there to help you think ahead

Latest on Culture

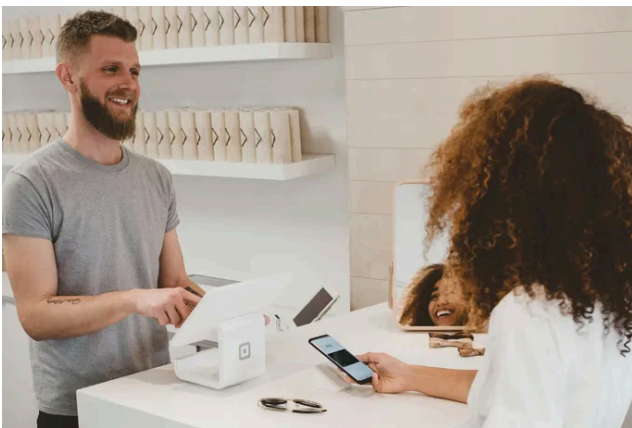
When I was prepping this segment, I saved it for last (I write a little asynchronously – I blame it on my inner squirrel). I was searching for something as in the most recent reports, data, case studies, etc. The one I settled in on was this topic around **Nimble Resiliency**. An interesting title – it had me intrigued. I find that there's a lot of fine lines these days. Part of the generational differences we face, but also a reminder that we all have our own lens of what's this or that. Back on task – Couple of things you **SHOULD** be paying attention to – and be very intentional about this.

1. Burnout is real. You know that you have one or more people who are either burned out, or approaching burnout. **IN THIS MOMENT**, what are you doing about it? Letting it ride til you're able to get over the hump? Not the choice I would go with – at the very least, put the idea on the table. Dissect it, discuss it with the person and if you're that person, get someone on the phone today to schedule a time to talk about how to solve it. There are some paths out of the burnout, but you're not going to solve it as efficiently without at least

acknowledging it. I'm not talking about being tired b/c you stayed out too late or had a couple of long days either. I'm talking about the dread. (You know what I'm referring to)

2. Read the piece on Nimble Resilience (link above). Read it again and share it with your leaders. Perhaps even hold a brainstorming session talking about how each ONE of you has the ability to put ONE idea to work. There's a little bit of plan ahead to this, meaning – WHEN we get to point XYZ, this is how we're going to attack it. (Notice I said WHEN, not IF).

3. The Devil's Advocate – It's not that I want you to blow ideas up. I suggest you have someone in your group who is good at poking holes. Why won't something work, or what if this happens? One thing I caution you on, is if you have an overpowering RULER type in the room, ask for their participation, but not at the expense of muting other thoughts or ideas in the room (sometimes they do that).



Latest Blog

Want to create a workplace where every interaction leaves a positive impact, just like that memorable experience at that restaurant you went to last week? My most recent blog post reveals how cultivating a "customer service mindset" within your team – from leaders to individual contributors – goes far beyond external clients. I discuss some actionable strategies that you can take and implement in your own teams. There are some easy to implement ideas in there, then again, I wrote

the darn thing. Build a truly customer-centric culture that drives engagement and success.

[Read the full post.](#)

Leadership Hot Mess of the day

Everyone has hot mess moments. Some are longer than others. I don't care who you are, what you do, how long you've been doing it – at some point, in some fashion, you have your hot mess moments. JUST like your team does. It could be that you're having a bad hair day (not me, but maybe some of you), or you broke a nail, or got a flat tire, or your kid pissed you off in ALL the right kinds of ways (it's funny how our kids know all the right buttons to push). Here's the thing – our ability to engage, process, and diffuse those moments varies. Just as our levels of patience, emotional intelligence, strength, and wisdom – ALL VARY. I need you to own and appreciate that. I also need you to own and appreciate the fact that all the people you work with and around (internal and external customers), have their hot mess moments too – and frankly, yours is no greater or lesser than any of theirs. Have a little patience and understanding - MORE so with people you tend to have less patience for. They probably need it more than you think. I talk a LOT about relationship building, and the power it can bring. But if you can't bring an ounce of forgiveness, patience, or grace to a conversation in your tough moments, how are you living by your values? I promise you that you've had moments where people have given you that grace – not because you deserved it – but



Good hair day

because they had it within to pause and say, “they need this, right here, right now.” Even if it’s not that day or moment, the impact will have a lasting effect (for both of you). You’ll know you have it in you, and at some point, they will too. Remember that few are the people who are intentionally TRYING to be or do things that are hurtful or will ill intent. Recognize that. Give some grace. Let’s teach that lesson to others – sort of a pay it forward leadership lesson. Find that cool wash cloth that’s all rolled up, and handed to you with tongs (yeah, the ones you used for salad last night at dinner). Get to the place where you can cool the emotional side down, and bring things back to center.

Sharing

This segment is always tough for me because so many people post about the great things they have going on in their respective realms – helping others, motivating, supporting, and uplifting. That said, this month, you get two shares. One from someone new to my connection world, **Marcela Andres, who shared a TedX she gave** – it connects to education (which I’m keenly tied to b/c of the Leadership Development side). I’ve always considered myself a lifelong learner – and often can relate to educators. Even if you’re not in the field, this TedX has a great message of how we can impact others. For what it’s worth, if you have something really cool to share, let me know. I love highlighting what others are doing (granted, I get to judge how awesome it is). 😊





Connecting

Same line as last time – I’m looking for people to reach out to me and tell me about your organization’s awesomeness – or great things you’re doing (related to how you engage your employees, or examples of your leadership practices. No, you’re not perfect – no one’s is, but I’m looking to collect and gather information about the things you all are doing. Whether by email, phone call, zoom, etc. please reach out and tell me what you’re doing. (Don’t say ‘we’re just...’ either – moving in the right direction is still a positive force – don’t downplay your momentum). What else is coming? I have a new email series about launching VERY soon with an awesomely catchy name (yeah, that’s my tongue in cheek way of saying I might be stirring up some more fun). It’s geared toward people who would benefit from short and quick leadership tips. Please keep an eye out – love your shares and support. If you know someone who may be interested in signing up for this newsletter, or any of my Schin-Sanity – please send them my way. Email me at tom@buildbetterculture.com
Tom

PS – Love something in this newsletter?
Please tell me what it was and why. Hate something? Tell me that too.

