

Member's Quarterly

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President's Message

Platitudes- Spare Me

Time to toss the useless cliches

Employees and customers alike have never been as suspicious of platitudes as they are today. People seek sincerity and authenticity. Their BS detector starts acting up like crazy when they encounter another throwaway cliché. In fact, if I read another company mission statement completely lacking in actual substance, I might just throw in the towel myself. In all seriousness, though, we need to fight against the temptation to exist purely in the realm of vapid 'office talk' when justifying our actions or speaking about ways to improve our organizations. The real leaders of tomorrow will be those who walk the walk, not talk the talk.



Nathaly Pascal
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President

Just do the work

I know this sounds obvious. However, in today's working climate, you can do a lot to set yourself apart by simply getting stuff done without an endless cycle of meetings to discuss the reasoning behind each action. Yes, it is vital that everyone is on the same page and understands the primary goals and objectives, but every minute you waste spinning platitudinal reasoning for your actions is a minute not spent actually getting the required work done.

Save us from another meeting

Letting your actions speak louder than your words often involves reconsidering how you use (or don't use) other people's time. Consider carefully whether or not what you need to say really requires a meeting or if achieving your goal could be done more effectively by addressing your people individually. You're less likely to produce banal statements or overly general instructions when you're talking one-on-one.

Focus on what makes your company different

Platitudes often end up weaving their way into mission statements or how an organization discusses their 'company culture.' This may seem inevitable, but I don't think it has to be. What makes your organization unique is a serious matter discovered through much employee feedback and deliberation. Importantly, it should also highlight how you're different from similar players in the field.

To do this, you need to be willing to make bold statements, highlight polarizing decisions that you've made and generally prove that you really stand for something. Don't be afraid to emphasize the fact that you decided not to compromise on a particular issue or that you prefer certain collaboration methods over others. This is where things get exciting -- people will actually start waking up and listening to what you have to say.

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