

3 on 13

3 things from EP
to make life
better.

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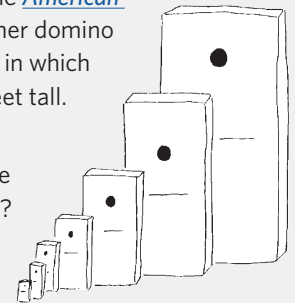
Emanuelson-Podas produces the **3on13 Newsletter** on the 13th of every month in the hopes of putting in your hands three things that will help make your life better. Entries may include quotes, reminders, jokes, random recipes, book recommendations, advice, or anything else that might make you think, make you smile, or make you a better, happier human being. **Got something worth sharing? Send it to 3on13@epinc.com**

1 | The Domino Effect

In the focus-touting book, *The ONE Thing* — by authors and business leaders [Gary Keller](#) and [Jay Papasan](#) — an entire chapter is devoted to dominoes. Yes, dominoes. Here's the deal: Keller and Papasan cite 1983 research from the *American Journal of Physics* in which Lorne Whitehead discovered that a single falling domino could topple another domino up to 50% larger. The research was confirmed in a 2001 experiment by the San Francisco Exploratorium in which eight successive "dominos" were toppled with the first a mere two inches, and the last almost three feet tall.

The point? What if we as business leaders — rather than focusing on multiple things from across a spectrum — instead focused on the single RIGHT thing? What if we set it in motion and then, just like the dominoes, it started a sequence whereby larger and more impactful things were pushed forward?

Yes, it's more complicated in the real world (read the book for more details), but it's a strong reminder about the importance of discernment and focus. More is seldom actually more.



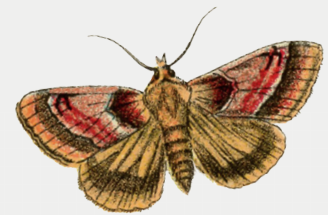
2 | Rocking Leadership (Part II)

A little over a year ago we profiled First Avenue owner Dayna Frank (in [this 3on13](#)) as she created the National Independent Venue Association (NIVA) and led the charge to help indie music venues across the country stay afloat during the first days of COVID-19. Her efforts earned her [accolades from Rolling Stone](#) and [Pollstar](#), among others.

Recently, the *Star Tribune* [named Frank the Arts Person of the Year for 2021](#) for her efforts to save not only First Avenue but clubs across the country. Frank's efforts are a great reminder for leaders in crisis in any industry: Be bold. Care about others. Hold on to your passion. And take decisive action. Read the *Star Tribune* article [here](#).

3 | Odds and Ends

- If you like stories like we like stories, check out [The Moth](#), a New York nonprofit dedicated to the art and craft of storytelling. (Wondering where to start? [Try this one by Natalie Arroyo](#). Clocking in at under five minutes, it's guaranteed to make you smile.)
- This company claims to have developed a playbook for creating and maintaining great company culture. Here's the [interview](#) and here's the [playbook](#).
- From [Stumbling on Happiness](#), author and Harvard Professor of Psychology [Daniel Gilbert's](#) book about how we can better understand imagination and happiness: *"To see is to experience the world as it is, to remember is to experience the world as it was, but to imagine — ah, to imagine is to experience the world as it isn't and has never been, but as it might be..."*



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