

3 on 13

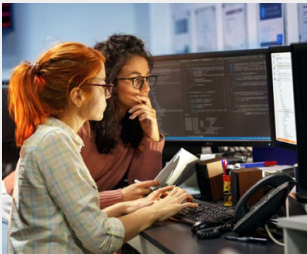
3 things from EP
to make life
better.

JUNE 13 · 2022

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 | Do It Together

The best business leaders aren't afraid to admit when something isn't working — or isn't working well — and don't hesitate to borrow and then tweak good ideas from other industries. One hey-this-might-work-for-us concept that has found new life across industry sectors is the practice of "[paired programming](#)." Also known as "pair programming," the practice originated in the software development world and is widely credited to Kent Beck, who introduced the idea during a [project with Chrysler](#) in the mid 1990s. (Beck ultimately wrote a book on the methodology called [Extreme Programming Explained](#) and went on to be a pioneer for Agile software development.)



The original concept had two programmers side by side, writing and reviewing code on the fly. The process produced code with fewer defects, faster, and more in-line with the project goals. ([This is a really good overview.](#)) This shoulder-to-shoulder setup has since gained a particularly strong foothold in employee training, where the process pairs experienced employees with new employees, creating a why'd-you-do-that / here's-how-to-do-that dialogue that benefits both parties, while also strengthening communication and collaboration skills.

The point? Good ideas are out there, but sometimes they're not right in front of you. Find them and adapt them to fit your needs.

2 | Building Trust

Last month we shared a bit about the [Trust Equation](#). First discussed in the book [The Trusted Advisor](#), by Maister, Green, and Galford, the equation emphasizes the [importance of striving for a low self-orientation](#). Maister says, "There is no greater source of distrust than advisors who appear to be more interested in themselves than in trying to be in service to the client."

This month we offer up a fascinating [white paper](#) that outlines the best way to increase trustworthiness among your clients, colleagues, and suppliers. The paper — titled "[Think More Expertise Will Make You More Trusted? Think Again.](#)" — claims that, "... contrary to conventional wisdom, expertise is not the key to building trust. Investing in acquiring more knowledge and adding credentials is rarely the smartest way to increase trustworthiness or to expand your business."

So, what IS the best way to increase trustworthiness? Can trustworthiness be learned? [Read on...](#)



3 | Odds and Ends

- [American Masters on PBS profiles Marian Anderson](#) as part of their Juneteenth programming. The preview looks amazing.
- Want to watch some amazing live performances? [Check out KEXP](#). Recent performers include Fontaines D.C., Saba, Pedro the Lion, Parquet Courts, Arlo Parks, and St. Paul and the Broken Bones.
- [Skyline Mini Golf](#) is back at the [Walker Art Center](#). Yes, please!



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