

3 on 13

3 things from EP
to make life
better.

MARCH 13 · 2024

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 | What's Your Strategy?

I'm strategic. You're strategic. We're all strategic. Right? Wrong. Strategy is a word that gets thrown around a lot and can mean many different things. But considering — or reconsidering — your company's overarching strategy deserves time and attention.

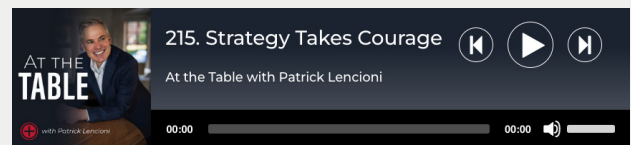
In a recent episode of [At the Table](#) ("[Strategy Takes Courage](#)"), renowned business management consultant [Patrick Lencioni](#) and his team tackle the topic of strategy in business. It's a wide-ranging conversation that moves from what strategy is (an approach that allows you to make intentional decisions to give your company the best chance to succeed) to what it isn't (a document that tries to cover all your bases and predict every possible scenario), to the great value of both simplicity and boldness.

Along the way, the group covers [Herb Kelleher from Southwest Airlines](#) and [Alan Mulally from Ford](#) — business leaders admired for their successful transformation of their companies, and often cited as examples of effective and visionary executives — as well as [William Bridges](#), the organizational consultant who emphasized the importance of understanding transitions as a key to making change.

Some thought starters:

- Strategy is a verb. It's action. And courage is saying no to doing everything at once.
- You are not strategic if your strategy is living on a whiteboard.
- Are we willing to risk failure for the sake of something great?

This podcast starts a little slow but picks up steam. [Give it a listen](#) and you'll find yourself looking at your own situation and wondering whether a dose of courage might push you in the right direction.



2 | Are You a Supercommunicator?

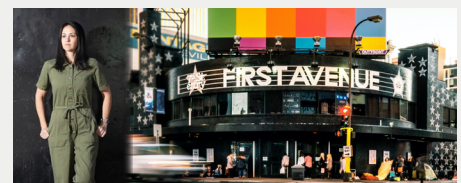


Looking for synchrony with your group? Ask questions. So writes Pulitzer Prize-winning author [Charles Duhigg](#) in the article "[The Everyday Supercommunicators Who Get Groups in Synch](#)," recently published in [Behavioral Scientist](#). Duhigg outlines what it means for an individual to be "high centrality" based on fascinating [research by Neuroscientist Beau Sievers](#). Among the findings:

- Strong leaders can inadvertently impact alignment negatively.
- High centrality individuals facilitate conversation by asking questions.
- Supercommunicators make frequent choices in the course of a conversation, choosing words, body language, tone, and styles that draw people in.

3 | Odds and Ends:

- Dayna Frank — who owns and runs the iconic First Avenue nightclub in Minneapolis, and who we've profiled as a leader in [January 2022](#) and [November 2020](#) — is back in the news as the club recently was named a [Billboard 2024 Top Music Venue](#).
- Visual and interesting: [The Menu Trends that Define Dining Right Now](#) from the NYT.



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