

# 3 on 13

3 things from EP  
to make life  
better.

MAY 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](mailto:3on13@epinc.com)**

## 1 | Make the Call

In today's I'm-over-here-and-you're-far-away business settings, it's more important than ever to refamiliarize yourself with the good ol' fashioned phone call. Here are three times that getting voice-to-voice is a better option than an email:

- **Apologies:** You're late. You missed. You were wrong. A spoken apology makes a difference.
- **It's Complicated:** Get clarity in a conversation. It can get you farther, faster.
- **It's Tense:** A deadline is looming. There's been a last-minute change. Bring down the tension and get on the same page. Be understanding. (And don't forget to smile on the phone. It works wonders.)

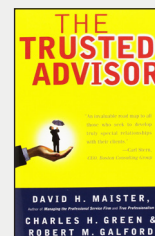


Can a video call work? Of course. Seeing a face adds an important layer of nonverbal communication that can help in creating connection. Challenge yourself. Make that call. Who can you — who *should* you — call today?

## 2 | Where is Your Attention Focused?

A challenge for you (for us all): ask yourself to honestly articulate where your attention is focused. With some hard thinking, many of us will come to the realization that — for the most part — our attention is focused on... ourselves.

This realization of our tendency toward "Self-Orientation" is an important piece of becoming a trusted advisor to our clients. It's thick stuff, but is detailed beautifully in the excellent book, *The Trusted Advisor*, by David H. Maister. In it, Maister lays out the Trust Equation.



The Trust Equation

$$T = \frac{C + R + I}{S}$$

Trustworthiness = (Credibility + Reliability + Intimacy) / Self-Orientation

Maister says, "(Self-Orientation) covers anything that keeps us focused on ourselves, rather than our client." He includes some hit-close-to-home examples like a need to appear on top of things, a desire to be right (or to be seen as right), or a desire to look intelligent.

Give it some thought. As 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."

## 3 | Odds and Ends:

- Highly Re-Listenable: A Tribe Called Quest's seminal sophomore album is profiled. Note: it's still amazing.
- Still Spinnin': Vinyl is alive and well. Time to update your hi-fi.
- Think you know the story? You don't. Read Tarik Cohen's "Letter to My Younger Self" in The Players Tribune.



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