

[TOPIC]

Does your business practice candor?

[ADVICE]

Is having a culture of candor important to you? I wonder how much better companies would perform if they had a practice of being more direct with employees, customers, vendors, board members and shareholders. It is no wonder that many companies are weak in practicing candor. It is human nature to avoid conflict and be polite instead of offending anyone. We were all taught as children that you don't insult your mother's cooking or tell your best friend they are fat when asked.

This lack of candor is a cancer that spills into business every day. Imagine those meetings where the sales team is lamenting the tough competition and economic conditions as the reason for flat sales. But the conclusion is always the same. "Under the circumstances we aren't doing too bad". How often have you sat there thinking that this is all bull and that the real problem is complacency? You look around the room and know that Mark and Mary sitting across from you are thinking the same thing. What if you actually opened your mouth and suggested a new way to reach customers or had a creative idea to sell? I contend this is the best way to get noticed and advance your career. I also believe business leaders want this kind of employee. If they don't appreciate it you should move on.

Candor unclutters. Embrace it! Great companies live it and great careers require it.



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