

Re:Focus

simple ideas to help you thrive

by Simon Sinek

visit startwithwhy.com

One dead diver

If you want to become a certified scuba diver, they will teach you the importance of always diving with a buddy. Having a dive buddy is much safer than going alone, they will tell you. The reason is obvious; there will be someone there to look out for you if something goes wrong or if you need help.

The whole concept of a dive buddy is not just good for you, it's good for your buddy also. But if you want to become a certified scuba diver, they will teach you something else, also. If something goes wrong and you approach to help but your dive buddy is panicking and flailing about, trying to grab your regulator out of your mouth, they will teach you to back off and wait for him to calm down before you go back in to help. One dead diver, they will tell you, is better than two dead divers.

For better or for worse, the same is true in any partnership. In a business partnership, for example, it is important for both partners to be fully committed to the partnership and be willing to help the other when necessary. But if one partner is constantly panicking and pulling the other partner down, then it may be better to let the partnership die instead of letting the business die.

Better one dead partner than two dead partners...and everyone else you take down with you.