



“The biggest challenge is to have the discipline when there are so many competing things”

**Alexa Hirschfeld**

Today's business world is fast. Decisions need to be made on the fly and we are exposed to so many competing ideas and opportunities that it can be tough to keep focused.

And at the same time so many corporate strategies are failing. We introduce new jobs to help us combat existing problems rather than digging deep and challenging the status quo to work out what bit is the problem. People complain about 'yet another initiative' and bury their heads in the sand believing that it will be superceded in a few months... and often it is! All of this leads to confusion and contradictions that impact on the organisation's success.

We call it the 'Shiny Object Syndrome' where the excitement of doing something new stops us from really digging deep and implementing the plans we already have in place or we get lured by the next new exciting innovation that promises us transformation without first really understanding whether the existing organisation is ready for it.

So how can we stay focused and avoid the trap of SOS?

### **1. Understand that new does not necessarily mean better**

It could just mean more exciting and that is no reason to invest in it. In today's world, it is important to keep in touch with the latest trends and updates but to encourage people to think critically about the why of the new ideas - how does it fit into the organisation's strategy and goals?

### **2. Look past the hype**

Mob mentality can make you feel like you are missing out if you don't take advantage of it. Look critically past the hype and consider how this fits in with your priorities.

### **3. Understand the cost of switching**

Be critical and really explore what the cost is of switching plans. Not just in terms of the investment but also the impact to the organisation and its people.

### **4. If it isn't in your plans adopt a 'wait and see' approach**

If this new concept is not already in your strategy then wait. Be patient. Follow through on your existing plans before jumping in feet first. The rapid advancements in technology means you could wait and get something better at the time that is right for your organisation.

### **5. Differentiate between shiny and real**

Keep a watch out for real opportunities — and be ruthless in saying no to shiny objects. Real opportunities make a real impact to your business. For example, tools that dramatically improve your workflow. Tools that help you provide a significantly better experience for your customers. Tools that help you deliver better products and services. And if they are real, do your research and make sure they can connect with other systems you already use otherwise the added complications could dramatically reduce or remove its value.