

# THE IN-STORE ADVANTAGE



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**"If you want to make the wrong decision, ask everyone." » Naval Ravikant**

## Acting Right

For the past two years, my oldest son has dived headfirst into the live theater world.

In some of my presentations since he began, I've joked that I thought the banking industry could be tough.

But in some ways, it's a cakewalk compared to theater. There is a life of constantly applying for your next job... usually against your friends.

You deal with rejection on any day that ends with "y."

And the phrase "starving artists" wasn't invented out of the blue.

Let's just say that it is next to impossible to rationalize the amount of time, work, training, and stress required for the (very) modest pay.

But performers need to perform, I suppose. And, hey... take your shots when you're young.

Recently, my son agreed to do a play for practically no money.

He justified it because it's a group he hadn't worked with before, he had an opening... and not a lot of bills right now.

Then, unexpectedly, he got a "call back" from a very well-known, well-funded theater group.

## A Routine Exit

Adam Sandler has a funny song entitled "Phone, Wallet, Keys" that he sang during his recent tour.

The gist of the song is that in the past, he had a standard three-item checklist whenever he left home.

It gets funnier as he has had to add to the list.

That song makes me smile because it is so spot on regarding the three-item checklist I subconsciously make when leaving my home.

If ever I put something else in my pockets on the way out—like, say, earbuds—the odds that I forget my phone, wallet, or keys go up exponentially.

My mind registers that I've grabbed three things, and that's what matters.

I'm thinking about other things and am on cruise control.

And that is not in itself a terrible thing. Habits and many unconscious actions free our minds.

We don't have to spend a lot of our mental capacity on rote practices and behaviors.

That said, the very human habit and trait of routines can work against us as well.

We become so accustomed to everything, from the way we begin our days to the roads we

They are putting together what looks to be an impressive musical that he'd love to be in. He had sent in a video submission, but figured he got passed on.

After his call back, with a part all but guaranteed, he looked at their updated schedule.

He then decided he had to make them aware of scheduling conflicts he would have with that small, no-money operation he recently committed to.

Most folks in his position would have simply kept their mouth shut, accepted the role, and then dropped the other gig.

I have to be honest. I can't say I wouldn't have jumped to the bigger operation, figuring that's just the way business works.

Learning of his decision, my initial words were, "You did...uh... what?!"

But he had made a commitment, and he wouldn't break it. I smiled and said, "Well... you're an honorable guy in a cutthroat industry, son."

A few days later, the larger operation invited him to audition for a production he'd be more excited to join, but thought he had no chance at.

Nothing is guaranteed, but keeping his word and doing the right thing may have "cost" him a little in the short run... but could very well pay off in the long run.

That's a valid lesson for all of us, irrespective of industry: do what's right, not just what's expedient.

In life and business, doing the right thing is never the wrong choice.

Good people win in the end.

drive to work, the places we shop, and the news outlets we pay attention to, that we develop ruts.

I was reminded of that fact recently when driving my younger son and my in-laws to one of Houston's major airports. I've been on this highway a thousand times, minimum.

I also usually make this drive alone.

This time, I was talking to my son and lost track of where I was. I missed the exit I always take and found myself having to take a short detour.

I'll bet I wasn't more than a 1/2 mile from the road I know, and I'd have sworn I was in a different county.

I think my son quickly tired of me saying, "Hmmm... I had no idea this was here."

Eventually, he said, "I get it. You've never been on this road."

Truth is, if I didn't have to get them to the airport, I may have driven around a bit more.

I felt like I was visiting a strange new land one minute off one of my well-traveled paths.

I'm reminded that we often believe we're up to speed on everything because our smartphones are "windows to the world."

Yet, we miss learning experiences, business opportunities, and even new relationships when we remain in our habitual ruts.

Take a different road today.

Walk into a new place.

Talk to someone new.

Rediscover discovery.

**"Integrity has no need of rules." » Albert Camus**

*Dave Martin, author of The In-Store Advantage, has become one of the most prolific writers in the banking industry. His keynote presentations, seminars, and podcasts have an authenticity and humor that brings teams of all sizes and seniority levels together.*

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