

Article

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Blind Men and the Elephant

An ancient fable tells of six blind men who touched different parts of an elephant and came to diverse opinions about what an elephant is. “The 1st touched his broad side and said it was a wall. The 2nd felt his tusk and thought it was a spear. The 3rd met his trunk and thought it was a snake. Each was partly right and all were in the wrong.”

This too often describes the state of communications within organizations. How often do we experience situations in which there is awareness around strategy but so little real comprehension that views vary widely? When we are in these conditions initiatives are usually stalled. Tragically, too many plans or strategies are dead on arrival, simply because of the failure to get employees to ACT. The three essential elements of ACT are Awareness, Comprehension & Trust.

Real Comprehension requires that all effected employees know the existence of new plans, know how to access them, understand why they were created and most importantly, their role in implementation. The leadership requirement to make this happen is effective engagement. Mobilize your organization to A.C.T.

