

BUSINESS EYE

Just stop and think...

WRITTEN BY

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This week's pathetic musings of a spent force come to you from Frankfurt where I am visiting the world's largest textile machinery show, looking for customers and orders.

I've been ruminating and musing this week, post the summary dismissal of Danny Baker from the BBC following his tweeting of the Royal chimpanzee image on the birth of Prince Archie.

This is dangerous ground, it having already been the catalyst for upset and argument in our household, but; where others fear to tread and all that.

I won't enter into the debate as to whether or not you believe Danny's tweet to have been an ill-fated attempt at a light-hearted joke, or the act of a closet racist who deserves to suffer the consequences of an angry mob, but suffer he did.

Your own interpretation says a lot more about you than it does Mr Baker and his actions.

It has to be so, because faced with the same facts you and I will experience entirely different emotions and thoughts.

I might be incensed by the impact of the feral mob, while you may be more focused on the mum because all mums deserve compassion and support not ridicule and insult at what is a highly emotional time for them.

The point I've been pondering is that the pace at which we live our technology-enabled lives today would be a total shock to the system for our younger selves.

These days, information is everywhere, we are instantly

connected to all corners of the planet, and everything seems to happen in the space of seconds.

No sooner has Donald Trump scratched his nose, or Nigel Farage bitched about the BBC than we know all about it.

When I was a lad, the opposite was true.

Information was scarce and highly managed, we had to walk or get on a bus to be connected to someone, and everything took so long.

Life was often boring.

Like the frog that boils to death in the pan of water on the stove as it heats up, we are, in my judgement, today boiling to death as the pace of life heats up.

It is now too quick and easy to react to events and moments.

We need to somehow re-find the time and space to think and consider life, not be constantly running in automatic like Pavlov's dog; a slave to the stimuli with which we are continuously presented.

We should all think much harder about what we tweet about or post online on Facebook or Instagram.

Birds only tweet what we understand to be very useful information to each other like when they find a source of food or they spot a predator.

The tweeting is supportive to others. It is not boastful of its latest fabulous experience.

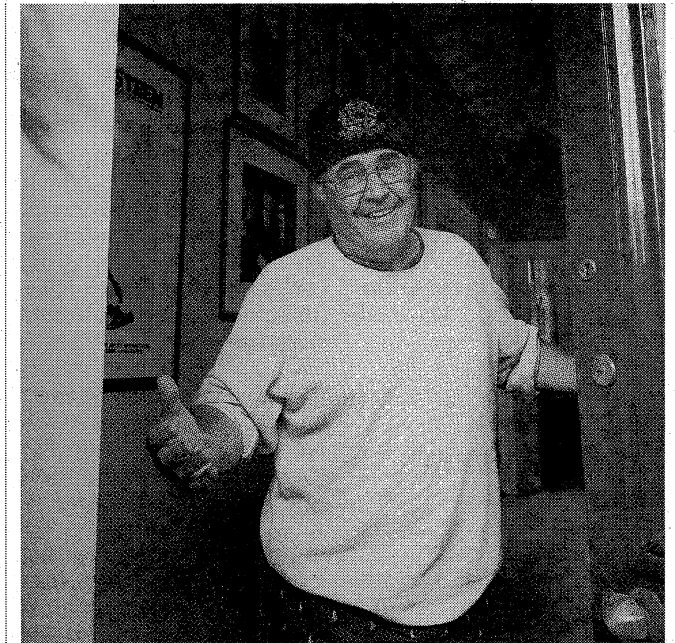
The same was originally true of the internet, which was created as a means of sharing useful knowledge.

It has since fallen a long way closer to the stench of trolling, mob rule, and Donald Trump insulting entire nations in 120 characters.

If online messaging is too easy and quick to allow for thinking time, then so, too, is the rest of our day.

The most useful resource in business is thinking time.

I observe that this has largely been lost in the noise of connectivity, presenteeism and busy-



Danny Baker

ness these days.

The other pervasive culture which degrades performance

is the silly notion that thinking about work is somehow not real work.