



Don't you hate it when... "They Just Don't Get It"!

Managers of all levels can relate to the frustration of trying to get a team on the same page or working towards a common goal. With this reality in mind, we quickly understand that those soft skills really are the hard ones to master. ***They Just Don't Get It*** is a great way to take a fresh look at the resistance within us and our organizations and begin turning it into understanding.

Leslie Yerkes' fourth book, ***They Just Don't Get - Changing Resistance into Understanding***, is a parable designed to explore solutions to our projections of when others "don't get it" and how those projections cause groups to pull apart.

A Weatherhead Alum, Leslie formalized her study of organizational behavior when she completed her Masters of Science in Organizational Development and Analysis (MSODA) in 1989. Since then, Leslie has been using the writing process as a way to continue learning and share some lessons that help improve working environments and relationships. Her approach has been through story telling that takes organizational theory and makes it engaging and practical.

Leslie has always been interested in people and their working relationships. From an early age, she observed that we spend more time at work than at any other activity in our lives. We spend more time with our co-workers than with our family and friends. Leslie is always searching for an answer to the question: "If work is so central to our lives, how can we create organizations that help individuals make good on their investment of time and talent?"

"They Just Don't Get It" was a story that played in Leslie's head over and over again. She knew it had to be written. Within the story, Leslie shares with the reader a realistic business situation that many of us have experienced. It is a classic story of miscommunication or put another way, the frustration that arises when ***"They Just Don't Get It."*** The jewels of the story, however, are the keys that each of us can work to improve within our own lives. These keys will not only make them "get it" but – surprisingly - you as well.

They Just Don't Get It is a quick read, but its message can be worked on for a lifetime. It is a story of ownership, engagement, inquiry, empowerment and belief. In true Yerkes format, it is simple, fun, direct and designed so that the reader, well, GETS IT!

The Five "GET IT" Keys

1. Take Responsibility – When you make the shift towards ownership, you recognize that things might be at least partly your fault, and you accept responsibility.
2. Practice Humility – When you make the shift towards engaging, you realize that your previous efforts have been producing results that were the opposite of your intentions. At this point, you need to ask for help and then accept it unconditionally when it's offered.
3. Begin with Questions – When you make the shift towards asking, you consciously begin interactions with open-ended questions. These questions are blameless, earnest requests for information that will begin the process of improving communications.
4. Remain Open – When you make the shift towards supporting, you no longer attach or assume negative intentions. You suspend judgment and listen without bias.
5. Believe They Can – When you make the shift towards committing, you abandon doubt and negative language and replace them with the power of positive expectations.

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