

J. Michael Locke Musings

#77: Don't Accept Constraints June 9, 2020

As a leader you have to push. You can't accept constraints.

Businesses and markets develop customs and norms. Some are good and some are not. As a leader you can't just accept them, you have to question them and ensure they are justified and valid.

Let's take a look at the system for airlines. You bought an expensive ticket, got assigned a seat and had to pay change fees. Herb Kelleher didn't accept that. He founded Southwest Airlines flying only one type of plane, no assigned seats, no change fees and quick gate turnarounds.

Carmax created a new approach to used cars only to now be outdone by Carvana. Who said you had to see a car before you bought it?

Howard Schultz didn't accept that you couldn't charge \$5 for a cup of coffee.

Steve Jobs didn't accept that phones couldn't be computers costing over \$600.

Charles Schwab didn't accept wall street normal high commissions on stock trades.

They say don't take a fence down until you know why it was built, but you should ask "why is this fence here?"

If the team says "we can't do that," the immediate response is "why not?" Push when constraints are posed, don't just accept them.

Did we all just accept the whole Coronavirus lockdown? I am starting to wonder if this was all necessary. WHO now saying asymptomatic transmissions are very rare. [asymptomatic-coronavirus-patients-arent-spreading-new-infections-who-says](#)

Back to work.

jml

Second Thoughts

Social media is major part of our society's issues. It amplifies negativity. Learned a new term this week called "doomscrolling" or "doomsurfing" where you spend hours reading coverage of negative things. Great article. [doomscrolling-why-we-just-cant-look-away](#) Don't let the algorithms and infinite scroll control you. Unplug from facebook, twitter and Instagram.

Great article on powerful impromptu speech by Mayor of Atlanta the night of the riots. Thanks Jean Locke. [when-violence-erupted-one-mayor-found-all-the-right-words](#)

AMC theaters may seek bankruptcy. First rental videos, now movie theaters. Will folks ever leave home?