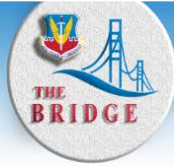


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The 80/10/10 Rule

My teenage son works at a grocery store that asks customers to wear face masks. His job is to stand out front and greet customers with that message.

According to my son, **80% of the customers are friendly and supportive**, 10% are unsocial but cooperative, and **10% are unpleasant and difficult**--arguing, complaining, and criticizing.

When I asked him how he handles the last 10%, he said, **"I just smile and think of the first 80%."**

Lessons for Leaders:

- You've probably got that 80/10/10 mix in your organization.
- Handle the last 10% with grace. Smile, stand firm, and don't take the bait. As a leader, you're not going to please everyone, especially this last 10%.
- Save your best, save your time, and save your energy for the first 80%.
- Make sure you're not personally drifting toward the last 10%. Leadership is tough--it's easy to go negative.
- Vent to someone *outside* your organization. Don't vent to coworkers.
- Be nice to grocery store clerks. **"The true measure of a man is how he treats someone who can do him absolutely no good."** --Samuel Johnson

Be kind
WHENEVER
possible.
IT IS
always
POSSIBLE.
— DALAI LAMA

Let's Talk About Stress...

Did you know? Stress is the intersection of **doubt** and **fear**.

"I'm trying my best, but I'm not sure I can do this" ♦ **"Bad things will happen if I can't do this"**.



Most jobs have demanding moments that cause acute feelings of stress.
This pandemic has caused a chronic state of stress in many jobs...
Too much to do, too few people, and IT systems that won't cooperate.

A few survival tips:

- Embrace the suck! Work's going to be ugly and clunky for a little while, accepting this reality helps.
- Denial and blame slow you down. Avoiding these reactions will take you to a better place.
- Don't panic or let others suck you into their panic. Calm, steady, and clear-headed is the way to go.
- Cut yourself and your colleagues some slack. Everybody's stressed.
- Show some grace and give people the benefit of the doubt. Most of them deserve it. The ones who don't shouldn't consume your mental energy.
- Ask for help and offer help. We are stronger together.
- Be grateful for what you've got. You've got it better than most of the rest of the world.