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## Function and Form...Part 2

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**Another take on the Form and Function argument is what I sometimes call the “Shiny Object” syndrome. “Shiny Object”** shows up with software and automation projects where the decision is being made by a senior manager or officer who is not involved or really understands the function that the software or automation is supposed to help. It looks good, there are attractive features, the sales team is able to communicate an attractive message, the user interface looks really good, the reports look really good, the paint finish is glossy, the colors are bright, whatever makes it “look” better than the other options.

*Everyone gets caught up by “Shiny Object”.* CEO’s, Presidents, Vice Presidents, Senior Managers, Lower Managers and “worker bees” can get fixed on the “Shiny Object” and choose Form over Function. But the worse cases of this happen when the final decision is made without a serious workout of the features, without the due diligence of hard testing and an understanding of the problems that the software or automations are solving.

Shiny Object also affects the design of an organization. Some departments are more exciting” (Advertising, Sales, Marketing) than others (Accounting). Sometimes good accounting practices get left out of the process of an Advertising or Marketing project because the needs are not seen by the Advertising or Marketing leaders, or the corporate leaders. That is until there is a budget, then “ugh”.

So making a decision based just on function is not right, as is making the call based on just form is just as bad. You have to balance Form and Function. The right balance is the tricky part, but done right will deliver a powerful effect.

A well made tool will not only work, but it will fit the hand well and fit the job better than other examples. The same goes with the design of an organization, from the smallest departments to the corporation. A well designed organization is put together with the objective in mind. A superior organizational not only defines the parts, it defines how the parts are to work together.

### **Unconsciously Incompetent**

Incompetence can be an ugly but deadly accurate word. Companies can be incompetent just as people can be incompetent. A company caught up in its culture, where the leadership is complacent with the money that the business makes, where the leadership is not aware of how other companies are outperforming the business in the marketplace - that company is *Unconsciously Incompetent*. A company can survive for a long time unconsciously incompetent; but it will not grow and eventually it will go out of business.

Many a family business dies out due to Unconscious Incompetence. The patriarch brings the sons, daughters, sons in law and nephews into the business. The job is easy, you just have to keep day happy. The blinders go on as the siblings each carve out their part of the business until the parts no longer work well together. Frictions start, and business processes that should be integrated don’t get integrated. This happens at large companies too. **The key ingredient of unconscious incompetence is complacency and a lack of commitment to continuous improvement.**

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What is the DREAM you have for your business, your career? How many questions do you have about how to improve your business? How would it feel to have a coach to help answers your questions? Call us and find out.

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