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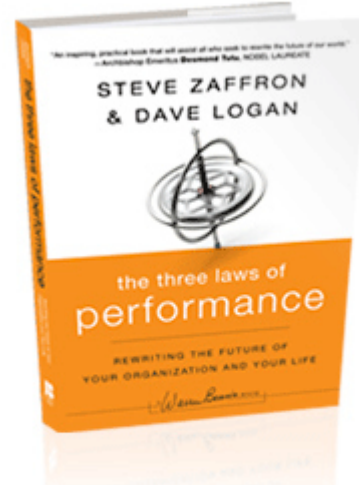
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## THE THREE LAWS OF PERFORMANCE

Dear Colleagues,

About a month ago, I read a book called The Three Laws of Performance by Steve Zaffron and Dave Logan. It is not your typical business book. For one, it is endorsed by Archbishop Desmond Tutu of South Africa. Additionally, it is not a parable or an epistle on how to do better marketing. It is different because it is pointing in an unusual direction. This book is concerned about who you are going to be in business versus what are you are going to do.



**BEST SELLER**

The Wall Street Journal, BusinessWeek  
USA Today, Amazon

The book outlines three laws, which the authors offer as being able to dramatically improve one's performance. It is useful to see these laws not as truth, but as a place to come from and take action. Given the nature of the book and my own development from reading and interacting with it, I feel it is well worth exploring.

Here are the laws of performance as outlined by the book: The First Law of Performance states, ***"How people perform correlates to how situations occur to them."*** The corollary is that **leaders have a say and give others a say in how situations occur.** The Second Law states, ***"How a situation occurs arises in language."*** The corollary to this law is that **leaders master the conversational environment.** The Third Law states, ***"Future based language transforms how situations occur for people."*** The corollary to this law is that **leaders listen for the**

## **future of their organizations.**

So what do these laws mean and how can they be useful to help improve performance? For me, what is significant about the first law is that it says nothing is fixed and that everything is covered and colored by context. What the law is pointing to is that no event, mood or interaction is necessarily a particular way. The good news of the law is that it means one can change the context of how something is and can change how things occur to you. In that way, you can improve your performance.

For example, I let my fear of business writing inhibit my ability to self-express. One of the things that I altered is my relationship to my fear of writing and how it occurs for me. Now, instead of occurring as a limitation, it is a signal to me that I am doing something right. My fear and discomfort are now a sign that I am going in a useful direction. Instead of resisting or changing my fear, I let it come along for the ride and be useful.

The corollary to the First Law suggests that leaders can change the context or meaning of things. For me, there is freedom and hope in this presupposition. This is the role of a good leader in that they can and have the opportunity to alter the way that business conditions occur to people. With a shifted perception and understanding, their followers can then take more productive actions.

Over the past year with my clients, I have seen this law in action. In a number of cases, I have seen business leaders galvanize employees to productively deal with the challenges of the business environment. In the face of challenges, their company cultures have remained upbeat, productive and positive. In other cases in the absence of good leadership I have seen business culture succumb to the marketplace and stagnate.

The Second Law of Performance is a radical notion as to the nature and power of language. The authors suggest that language creates the world that we live in. This is in opposition to the view that experience

creates the world that we live in. If you buy into this, then how situations get “languaged” or talked about is critical to the results that get produced.

I assume that you have seen this in business. If business people in a company constantly say that growth is hard or impossible then that predicts how the business world shows up for them. If people in a business environment are constantly “languaging” the notion that customers are a problem and a hindrance, they probably are for that business community.

The corollary to the Second Law suggests that leaders get how critical “languaging” and speaking is to changing and altering the environment. Obama has been very successful in this as he has used his ability to speak as a real opportunity to create and generate change. Mastering the conversational environment means that leaders recognize the opportunity inherent in conversations with employees and utilize this to promote positive actions.

The Third Law of Performance and its corollary are connected with the Second Law and continue the idea of how language can alter how business situations occur for employees. Specifically, this law is suggesting that business leaders can use language as a way to create and generate the future for their constituents. True leaders can, in the way that they evoke and create the future with employees, have the opportunity to transform people and their actions.

The corollary also suggests that leaders are actively listening for and bringing forth a future for their organizations independent of the business challenges that face their companies. You see the leaders of General Motors and Chrysler actively engaged in this.

There is more to this book than just the Three Laws. There is great insight into the nature of integrity and the power of a declaration. There are great examples of the impact of these ideas on the clients that these authors have worked with. So if you want to impact your performance and the performance of those around you, give this book

a read. If you want insight into who to be in business that will give you power in knowing what to do to improve performance, this is your book.

Let us know what you learn and develop through your reading and how this book impacts your performance in your organizational life. We look forward to hearing from you.

Game On

Bruce

## **SUPPORT YOUR COMPANY'S RECOVERY WITH TEAMBUILDING**



We often hear people talking about being a team player, being a strong team, teamwork, my team, their team, team this team that. But how many of us truly know what it means to be a team? What does it mean to belong to a team? What is an effective team? The answers to these questions begin with having a clear understanding of the purpose and mission of your company/organization. It is imperative to understand what the company does, what your role is, and understand other roles in the company and how they contribute to the organization as a whole.

As Chicago's teambuilding experts, CMI will help you understand this and more. As the fall approaches here are 5 excellent reasons to have a teambuilding experience with us:

***(1) We have experience with different groups.***



Since 1984, our staff has been helping companies develop and grow with teambuilding education. We can handle just about any need in teambuilding education that you may have. Our client base varies; we've worked with business groups of large corporations, non-profit organizations and warehouse workers, to name a few. We are also a great addition to corporate meetings and retreats, annual meetings, and all staff in-service days. Please contact us for references.



***(2) We are flexible.*** We avoid standard programs that cannot be altered. We do not rely on teams courses; we do excellent work with portable activities either indoors or outdoors. We pride ourselves in customizing our programs specifically for our client. We do complementary pre-meetings to assess your needs and get a clear understanding of your expectations. We then design your program based on your objectives.

***(3) It's fun, entertaining and informative.*** Our programs are designed to be fun, but there is a lesson learned with every activity. We emphasize the importance of knowledge through participation. It is very important that the tools utilized during your program are impactful and make a difference.

***(4) These are tumultuous times and we understand.*** Today's economic times are affecting us all. This is the perfect time to boost employee morale. If there are lay offs occurring at your company, a teambuilding program can encourage togetherness and build camaraderie, break down barriers and improve communication.



Due to today's economy, we are now offering  
**SPECIAL PRICING.** Please contact us for details.

***(5) It really works.*** Through our initiatives, we create a connection between what happens during an activity and how it relates to participant's work situations. Typically, participants learn about themselves during the activities and are able to apply what they learned "back at the ranch." If you make use of what you've learned, it will truly make a difference in the workplace.

For more information, please visit our website at  
[www.cmiteamwork.com](http://www.cmiteamwork.com). You can also contact us at 708-383-7970 or  
(800) 883-7995 to book your teambuilding event today!

We are eager to help you with your teambuilding needs!

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