
Navigating Danger Zones

If there is one thing I've learned over the last few years, with several lengthy road trips under my belt, is that to get where

I want to go I have to navigate unavoidable stretches that contain unpredictability, precarious sections, and necessary route tweaks once I start. There is one particular section of road on the way to Colorado that is especially unnerving – put windy, two-lane roads with high speeds in the mixing bowl and you have all the ingredients for potential trouble. This picture shows just how close very good friends of ours came to having a life ending/altering head-on collision at 75 mph a few weeks ago on this same stretch. Here are a couple of lessons I gleaned from that way-too-close of a call.



**Be smart about tough stretches; don't forget where you're headed:**

Knowing that stretch of road is out there, I did my best this summer to set us up for success. We drove it during the day, I elected to not let it be one of the sections our newly minted 15-year-old permit holder drove, etc. My friend took the same precautions. It still did not eliminate the risk factors that make that section problematic, but it proved to give him the best chance for avoiding a near fatal accident. Office, it's here – the game changing stretch of road we've all quietly known was way overdue to arrive. Expirations and massive shifts in work held up only by term end dates that have yet to arrive are still on the horizon. It's time to acknowledge and embrace this fact while looking forward to the really interesting and compelling opportunity that exists on the other side of the next 5 years.



No time to text and drive: When listening to my friend describe what happened, he did everything he could to be ready for and avoid a collision. He saw what proved to be a drunk driver drifting into his lane and he eased over as far as he could. He swerved right at the end as far as he could get – he lost his mirror but saved his life. Those right behind him did the same and avoided the same fate. Had my friend been distracted by anything extraneous and unnecessary, the outcome could have been different. I see a lot out there right now distracting Office from the dicey moment at hand. You might unearth the niftiest piece of software or something else, but if you fail to see and prioritize the immediate danger, you could end up in 2-3 years having what should be a preventable asset crash. Each little effort today counts more than ever before. My friend didn't do some James Bond style crazy driving feat – no – he just saw what was coming at him, made needed adjustments with a final swerve.



Be opportunistic: The drunk driver who clipped my friend's truck, ended up flipping two miles down the road after not stopping. A driver behind them stopped to make sure they were ok and offer to be a witness. It took nearly three hours to sort out and cost them a night on their trip. However, in his classic understated and calm way, my friend befriended this eyewitness, who it turned out was literally lost in life. By the end as everyone drove away, my friend thanked the witness, who quickly said, "no, thank you. I'm heading to Oregon, and I'm going to sit on the beach, put my toes in the sand and rethink my life." It is easy to get caught up in the challenge and difficulty of what feels like near misses and potential catastrophes in Office in this moment. However, out of it for those who can stay alert and survive it, there will be real opportunities to make a real difference... don't miss them.

There is a section of road not far from this dicey one that is perfect for adaptive cruise control. It is a welcomed driving experience after the previous section. It has its own risk factors, but you will never enjoy it if you don't survive the first. Unlike my friend, who was headed to a temporary vacation and then back home, Office is on a one-way journey – no going back "home" (quit thinking about it) and no stopping. People are absolutely craving more compelling workplaces and environments – a place where value is found and created by sincerely curated ecosystems that foster personal growth enroute to corporate and asset success. If whatever you are contemplating right now doesn't support the assembly of that ecosystem, politely but quickly move on to something that does.



Sincerely,
Mike Fransen
Founder / CEO, Workng

