
Summiting Everest

I recently enjoyed a couple of Rich Roll's podcasts with Colin O'Grady and Jenna Besaw as well as singer Mike Posner about

about their recent respective summiting experiences of the epic Mt. Everest (as well as tons of other great stories and life lessons that make them worth a listen). In Colin's case, go ahead and look him up – he is a peak summiting machine. Besides being blown away by the collective humility and drive of all three of these people, I was not surprisingly struck by the numerous points of application – even for someone highly unlikely to ever share in that experience. Office is standing at the face of a historically sizeable peak and many in the space seem to be sizing it up, partially to decide if there is an alternative route and partially to stall a little longer once they realize it is both unavoidable and ultimately necessary. Here are some nuggets I was grateful to glean from these insightful discussions.

Preparedness & Just Going For It: As an Army veteran, I'd like to think I know a thing or two about being prepared, but in listening to the lead up, coordination, training, etc., a climb like this feels like next level preparation. Uncertainty in the form primarily of the right weather conditions also factor into this bucket list conquest. However, there was in all three of these people a conviction – perhaps the most important ingredient – that propelled them forward to actually do it, even in the absence of ideal conditions and perfect information. Office, based on what we know, there are enough tools and “supplies” in the Office Costco to gather what we need to summit this next phase of what's next for work. I feel like lately, I'm just walking up and down the aisles, finding people staring at everything on the shelf, reading the labels, sampling everything, but generally not stepping forward.

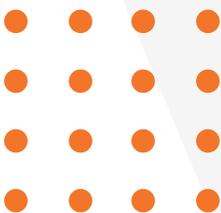




Base Camp isn't the Summit: Apparently, there are many expeditions these days that simply involve a more relaxed climb to and from base camp, which is still at a significant 17,000+ feet in elevation. However, the true reward and ROI, so to speak, comes to those select few who move past that on their way through camps 1-4 on the way to summit. I did not appreciate that perhaps one of the more treacherous legs of the ascent actually comes early in that climb. Office, we've barely made it to base camp. I fear many owners and operators, seeing a little uptick in deals inevitably birthed out of natural roll, are here at Base Camp, thinking they've summited. Not even close. This is called "base" because it is from here that we can make final preparations to actually launch the real climb to the summit of what work can be in the next 5-10 years.



Everyone needs a Dr. Jon: The common thread between all three of these people is the expert sage coaching of Dr. Jon Kedrowski. Colin has been on a famed K2 climb with Dr. Jon, as he's called, and it's clear Mike Posner has him to thank for his summit. Dr. Jon gets them ready, he coaches them along the way, and he mitigates risk by strategizing and recognizing problem areas as ascent. From the onset, Jack and I viewed ourselves as the Dr. Jon's of the Office world – even using the Sherpa analogy in early presentations... those quiet, understated leaders who relish the climb, for sure, but ultimately feel a calling to bring high quality owners to the summit. We come along side you in Office Costco, get your list organized, thoughtfully filling the cart, so that we get you out and up the mountain.



The summiting stories for each of these three people varied based on the reasons, personal stories, etc., but the consistent emotional high of summiting blew clearly through my earbuds. What does that peak experience look like for Office in 5-10 years for those that “just go for it?” Yes, the math will be compelling, but at a moment where we all seek something more satisfying, it will encapsulate community, connection, engagement... the kind of things that we all spend our “off” time trying to find.



Sincerely,
Mike Fransen
Founder / CEO, Workng

