

Never Turn Your Back on Reality

We know the issues and how to correct them. After all, this isn't rocket science, at least not to us. This is what we do for a living.

But the one thing we haven't counted on, the one thing we would never would have thought possible, we can't handle the truth. We look reality straight in the eye and many a times deny its very existence. We are in deep, dark denial, and it is clear that we aren't coming out into the light anytime soon.

Most of us are myopic to the point of denial.

We're often too close to our own problems to see the forest for the trees. What is surprising is that we delude ourselves with Utopia rather than face cold, hard reality backed up by solid data and objective analysis.

To be fair, we'd seen this kind of thing many times before. We have watched ourselves unravel as the false curtains we hide behind are swept away by the harsh realities of competitive markets. It's no fun, that's for sure.

What we find most chilling about the experience is that sometimes we who'd worked so hard for so long, are so cavalier about throwing it all away because the very idea that we are flawed is too much for us to bear.

This makes us understand that in the end, it is easier for us to live in a dream than to face a wakeup call since we lack the strength and courage that will last and our customers – pay the ultimate price.

We have surrounded ourselves with others who are just like us. This leads to a self-perpetuating groupthink, the belief that we have all the answers and that success would continue indefinitely.

It's such a common failure mode for most of us. When we start to believe we can do no wrong and everyone around us agrees, that's when we're in trouble.