

Bridgeway to Success™

January 2007

**WE DON'T THINK
AS BOLDLY AS WE
THINK WE DO.**

Boldness, Betty & Boise

Many of us pride ourselves in our ability to think “outside of the box”. Yet how truly bold are we in our thinking? Do we think and act boldly enough to risk gaining advantage in our businesses?

Consider the boldness of those who challenged one of the most robust assumptions of all: society’s notion of beauty. The creators of *Ugly Betty* have produced a hit sitcom that attracts over 13 million viewers each week. The main character, as you might guess, has a decidedly unattractive veneer that is eclipsed by the beauty of her total persona.

You want *really* bold? The Spanish fashion industry recently took the unprecedented step of rejecting stick-insect, runway models for *not having a high enough* body mass index. Meaning: they were too skinny for the catwalk!

Consider in a completely different vein the Boise State University Broncos. The Broncos are from a “mid-major” football conference, which means they presumably don’t have the size, speed or athletic ability of the major conference teams. Last week Boise State, playing in a high-profile bowl game for the first time, faced one of the most successful teams in the history of college football – the University of Oklahoma. When the Broncos finally fell behind late in the game they had earned the respect and admiration of fans and experts alike. They could have been satisfied with their heroic effort. Instead, they got bold. Using a creative array of trick plays that few colleges dare to use, the underdog Broncos tied the game in its dying seconds and went on to win in overtime.

If the fashion industry can insist on heavier models and Boise State can out-smart Oklahoma, then my guess is that most of us aren’t as bold in our thinking as we think we are. Of course, that opinion and five bucks (speaking of bold) will get you a cup of coffee at Starbucks!

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