

WARNING to all CFOs!

***Crushees are costing companies
\$trillions each year in lost revenues***



Check this out yourself!

What are Crushees? Crushees are people who expects things to go their way most of the time, like a client turning up on time, getting recognized for a job well done, having others agree to their ideas, etc. There is nothing wrong with this – but Bob doesn't go their way most of the time, so they get crushed, and become Crushees.

Who's Bob?

The Boss of Bosses

Bob stands for **Boss of bosses**, or Ultimate Reality. *Ultimate Reality is not what we want it to be, or what it should be, but what is: whatever is happening this very moment before our eyes.*

Whether our kids failed or succeeded in their exams is a reality, a manifestation of Bob. Whether the stocks are up or down, whether the wind goes our direction or against it, is a REALITY, or Bob manifesting itself. To get ahead, we need to dance with Bob, or we'll get crushed by him.

Getting crushed by Bob

We encounter Bob every day. Here is an example. You have a frightfully important meeting with a major client. It is now 3:30 pm and your client promised to be there at 3:00. Your client's absence is a manifestation of Bob. You are experiencing a reality: what is. But since we have never been taught to handle or even recognize Bob's presence, one gets crushed by Bob's hefty feet when they appear! This same scenario could happen with someone other than a client – a friend, a colleague ...

Most people are upset when someone does not turn up as planned. They feel disappointed or downright angry at being stood up. Yet these emotions can be detrimental. If people feel this way, it is because they have never been trained to observe Bob's movements: a manifestation of what is.

A man loses his wallet. Well, that's only Bob. If he is upset and it follows him part of the day, then Bob has stepped on him because he does not understand the concept of Ultimate Reality. If we truly understand this concept, then we have better control over our emotional state.

Crushees' impact on corporate revenues

Are Crushees slashing at your bottom line? You bet they are. It's their inability to adapt to change that's costing companies trillions in lost revenues each year.

How many Crushees are working in your company? Crushees get emotional and are easily upset or stressed out when things don't go their way.

"Because of the furious pace of change in business today, difficult-to-manage relationships sabotage business more than anything else – it is not a question of strategy that gets us into trouble, it is a question of emotions," declared John P. Kotter, award-winning business and management thought leader at Harvard Business School.

Stress & disengagement in the workplace

Stress alone costs American business \$300 billion yearly. What about disengagement in the workplace when Crushees get whacked by Bob-related issues? Keith Ayers at Intégro has a different spin on the "math." He notes that while disengaged employees may be giving only 50% effort, we still pay them 100% of their salary. This means that a significant portion of the payroll is pure cost. If the average salary of an employee in a 500-person organization is \$50,000, then the annual cost of disengagement for this company alone is over \$12 million, or \$34,200 a day.

Gallup posits that disengagement, which it estimates is costing the U.S. economy \$450 billion to \$550 billion per year.

Millions getting crushed daily

Each day, millions get crushed by Bob. Instead of adapting to change they hit their heads against the wall until their desires bleed. This article shows how to dance with Bob and get ahead.

Here is another illustration. You are speeding down a deserted country road at midnight. All of a sudden, a deer springs from nowhere and crosses your path. You collide, ending up in a ditch with broken ribs. The deer is Bob. To the injured deer, you are Bob and so is your car.

To avoid being crushed by Bob there is nothing we can do but dance with



him. Since Bob can be sudden, we must be nimble enough to adapt to his movements. And Bob is a crazy dancer. We might start off with the waltz, and then, with no warning, Bob might dance to hip hop or the tango. We may realize Bob's true craziness when we are given a beautiful gift and, a few seconds later, we receive a huge whack on the head. We wonder, "Why? Did I deserve this?" Or perhaps we are whacked on the head first and are given the gift later.

Have you ever lost something or someone dear to you? Or helped a friend, only to be rewarded with ingratitude? Just how can we dance with Crazy Bob?

Big Bad and Big Good Bob

Bob can appear to be negative or positive when he manifests himself. A person could be promoted or be winning, and he or she would still have to face Bob. Some lottery winners are spiked with suspicion when long-lost relatives start sprouting seemingly from nowhere. Distrust and confusion set in as a result of what is. Again, it's Ultimate Reality, or Bob, knocking on the door.

To control our emotions when we have lost something or someone, we have to accept what is – not what we want it to be, or what we think it should be. The first step is observing, with detachment, the reality unfolding before our eyes. I learned this early on in my years of martial arts training.

Does this mean we should be fatalists? Not at all. Although what unfolds before us is reality, we can choose how we react to it by changing our perception. If you lose your job, you may say to yourself, "Look, I've just been fired as CFO. But it's no big deal. I'm even getting excited and will now look forward to nabbing the next big challenge around the corner!"

By not reacting negatively to a loss, we not only learn to control our emotions but also counter that "loss." That's dancing with Bob! That's never allowing his big feet to step on ours by adapting and changing our perception to match reality, be it in the marketplace, or in our bedroom when our spouse says she's got a headache and we are right in the middle of getting horny.

Zeek-zooking with what is

When Bob zeeks, we zook; when he zooks, we zeek. Though sometimes we need to zook when he zooks.

Let's not forget that Bob's boys or bouncers are sneaky. They could creep up on us today, tomorrow, or in 50 years. There are countless ways to remove our physical self or that of any Crushee or ex-Crushee working for us: floods, earthquakes, hurricanes, even banana skins. So while we are still alive and want to move on, let us spend a few minutes a day appreciating what we have and what we can do with what we have. This, too, is a REALITY we tend to forget.

Note to all Crushees and ex-Crushees: Bob meant no harm. His intention is to help us grow and better enjoy life here on this wonderful planet Earth.

As CFO here's something you can do ...



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