



In his book **The E-Myth - Revisited**, Michael Gerber warns new business owners not to fall victim to the "fatal assumption" which he says is the faulty belief that:

"If you understand the technical work of a business, you understand a business that does that technical work."

Gerber often describes the "technician" mindset as the greatest liability for start-ups. From his perspective, people who love their work often start businesses to do that technical work. They also often have little knowledge of how to run a business that does the work about which they are passionate. Moreover, these technicians often do *not* develop needed business acumen or move their companies to full-maturity by getting others to provide those technical services. By contrast, Gerber suggests that great leaders essentially move from the performance of jobs that many others "can do" and instead focus on strategic imperatives **in ways only visionary leaders can**.

This point about focusing on the sweet-spot of one's unique gifts and talents serves as my jumping off point for this message. Whether you are a leader, technician, or manager - the modern workplace is becoming increasingly automated and technology driven.

All of us need to step-back to gain perspective on likely skill sets we possess (or need to develop) in order to be competitive in the years ahead.

In [a blog I wrote this past June](#), I highlighted a new website, willrobotstakemyjob.com, which predicts the likelihood of a job function being placed by a robot. While the website can only make general predictions, each of us should spend time exploring what makes us less vulnerable to being displaced by technology.

I am convinced all business is personal and that people who refine their unique humanness (empathy, creativity, appreciation, tenderness, compassion) will survive the best of artificial intelligence, robotics, and automation. That said *if you believe the skills that brought you success to date will continue to bring you success in the future you may be making a different "fatal assumption."*



Timeless Wisdom

"Communication - the human connection - is the key to personal and career success."

- Paul J. Meyer

From the blog:



Winning Customer Experience - Simple Matters of Trust

Customer Experience and Trust...hmmm.

Here's three quick questions to engage your brain.

- 1) How would you answer the following? "Most people can be trusted" - True or False?
- 2) What percentage of Americans answered "True" to that question in 1964? and,
- 3) What percentage of Americans answered "True" to the same question in 2016?

If I were a betting man, I would guess you answered "No" to question 1, underestimated on question 2, and may have been close on question 3.

The Findings ...

[Continue reading the full blog post.](#)



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