132 The Messenger Is the Message

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/132-the-messenger-is-the-message-2/

The Demand

Before you pass along advice or a best practice tomorrow, remember that trust in this business runs through the messenger, not just the message. Your 44 years on the floor is a scarce asset nobody else in the room has. Use your own voice and your own hard-earned specifics with your cast tomorrow instead of borrowing someone else's generic playbook.

The Work

Name a piece of advice or best practice you were about to pass along to your cast tomorrow:
Is this your own hard-earned specific, or someone else's generic playbook borrowed wholesale?
Name one specific, hard-earned thing from your own track record you could use instead:
The trust your cast extends to you because of your track record, not because of the sentence itself:
What you will say tomorrow, in your own voice, instead of borrowing someone else's: