



November Clark's Corner....

### ***It is what it is...or is it?***

As I deliberated what I should write about this month, I just happened to be in a conversation with a fellow co-worker and we were both spouting some business jargon back and forth. Now, don't get me wrong, many of the business phrases we use are very relevant to the business and our industry, but there are times where we get caught up in the game of business bingo. Business catchphrases such as low hanging fruit, think outside the box, paradigm shift, and my personal favorite or non-favorite.... **It is what it is.**

As I stated before, many catchphrases we use are instrumental in what we are trying to convey, but the "It is what it is" mantra can sometimes be construed as unsympathetic and dismissive. The problem is that it stifles other's ability to construct strategies, develop new procedures, problem solve, and think of newfangled ways to accomplish something. We all get caught up in our work from time to time and it is easy to use this phrase just to end a conversation, but we must be careful of not listening to the ideas brought on from others. Just because we do something a certain way does not mean we cannot explore other possibilities.

In my past business life.... years ago, I picked up this motto from a manager I used to work for. He used it habitually...probably just to shut me up. I was young and questioned quite a bit, but I looked up to him, therefore I mimicked him. I too then started to throw this phrase out consistently to my team. It wasn't until I started to realize that my manager was limiting my ability to accomplish initiatives by exploring alternative methods, that I changed, and thus the team around me changed, and we were capable to institute different solutions to our business that led to more effective and efficient results.

Can the phrase "It is what it is" still be in play for certain situations? ... I would say yes, but the key is to evaluate your response based on the opportunity and question. So, the next time you're ready to respond with the commonly used "It is what it is," think to yourself....is it?

Respectfully,

Clark Willis