

Monthly Musings



courtesy of Fletcher Consulting

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SMART RECOVERY:

NYC Broadway Performs on Streets during Blackout

"The show must go on," once said legendary showman, P.T. Barnum. And Broadway performers proved that point on Saturday evening, July 13, when a power outage caused parts of midtown Manhattan in the Big Apple to go dark – at least the buildings.

Because the performances were starting in early evening, the sun was still shining, and the temperatures were beginning to cool down.

People were stranded in elevators, Times Square's brilliant digital billboards went dark, and the Jennifer Lopez concert in Madison Square garden was cancelled.

The theater district in the Times Square area also felt the outage and a great number of Broadway shows came to a screeching halt.

Just after 7:00 p.m., some of the musical performers - among the most imaginative talents in the world - decided to take their works to the streets. [Among these were the casts of:](#)

- **"Waitress,"** including featured singer Sara Bareilles (who is known for her song, "Brave")
- **"Hamilton,"** singing from the windows above the Rodgers Theater
- **"Hadestown,"** singing and dancing in the streets, featuring Tony Award winner Andre' DeShields singing revised lyrics to the show's opening number with "Ooh, It's a Blackout!"
- **"Rock of Ages,"** performing its rousing anthem by Journey, "Don't Stop Believin'."
- **"Come from Away,"** which tweeted, "It's important to come together in times of darkness" as they performed outside the Gerald Schoenfeld Theatre.

In addition, **the Millennial Choirs and Orchestras**, whose Carnegie Hall performance was cancelled, also took their music to the streets.

These performers introduced themselves to entirely new audiences

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... a power outage caused parts of midtown Manhattan to go dark.

... some of the musical performers decided to take their works to the streets.

– many of whom were totally unfamiliar with what their performances were all about. They very likely created new fans for Broadway theater.



Here are the take-aways from these spontaneous showcases:

1. **Recognize potential disruptions that may occur in your business and have contingency plans.** Just as TV and radio stations keep a diesel-powered generator at their transmitter site to ensure their broadcast will go on during an electricity failure, we should all know how we would perform our jobs if our workplace loses power.
2. **They saw "Prop-ortunities" ("Problems" that became "Opportunities")** and turned something negative (the loss of that night's revenues) into a performance in a non-traditional venue: the streets and windows above the streets of Manhattan became a living stage.
3. **They fostered a spirit of creativity and innovation for their own cast and supporting team** in seeking a way to shine in the relative darkness.
4. **Most importantly, the ensembles that took to the streets made themselves stand out far above the other shows** that simply called it a night and went home. They showed that creative people want to work for **THEM** rather than the average venues that did nothing.

What is YOUR "Plan B" for when disruption occurs?

- Will you inspire your team by how you lead?
- Will your team become even more intensely loyal or will they be inspired by how another company responds?
- Will your customers/clients be impressed and feel valued by how you managed their business in this **awkward** time?

Just remember: Problems will occur, and only the brightest and most inspiring leaders will turn these into... Prop-ortunities!

SMART PREDICTION:

"2001: Space Odyssey" Predicted the iPad
In our galaxy long ago and far, far away (51 years ago),

John Fletcher is a recognized authority on the subject of effective communications.

He is available for speech-crafting, public speaking engagements and consulting on a project basis.

Stanley Kubrick introduced a small personal, mini-sized flat-screened computer – **42 years ahead of the iPad!**

This prediction of miniature computers that we can hold in our hands – with more computer power than the original spacecraft that landed on the moon – demonstrates that visionaries often conceive of ideas long before technology is ready for them.

This sci-fi drama showcases a quantum leap in technology, but their concepts were fairly primitive by today's standards. In the movie, there is no touch-screen technology or multi-functionality.

However, the movie's "Newspad" does seem to have its own apps as it displays newspaper headlines from the *New York Times*, *Life Magazine* and *Popular Science*. The movie's producers reached out to these publications in advance to secure approval for use of their brand and the mock editorial content.

According to a wonderful article by the [British Film Institute](#), the **movie's bizarre headline predictions included:**

- 1,000th Baby Born at South Pole City
- World Population Passes 6 Billion Mark: Even Split North and South of Equator
- Grand Canyon Bridge Opened by President: Last Link in Argentina-Alaska Electronic Highway System



Here's something I bet you didn't know:

The movie came in quite handy for Samsung when fighting a patent lawsuit by Apple. Faced with the potential withdrawal of their Galaxy Tab 10.1 and some of their smartphone platforms, Samsung questioned Apple's claim of original design by referencing the rectangular shape, large display screens and flat surfaces from 2001: *Space Odyssey*. Samsung prevailed by showing that the movie pre-existed the 2010 iPad by over 40 years.

SMART LOGOS:

McLane, Amazon, FedEx

The best logos do more than grab your attention – they actually describe what the company does. Now is time for you to take just a moment to reflect what your company logo represents.

If it only highlights your initials, then you have a basic logo. If, however, your logo offers either some mystery or a simple explanation of your mission, then your logo is telling a story.

Consider three examples:

• **Amazon**

Check where the arrow starts and ends: Amazon offers everything from "A" to "Z". Not only that, but the logo tilts upward on each end, much like a smile. The message is that you will enjoy conducting business with Amazon. The original meaning suggested that "We're happy to deliver anything, anywhere."



By the way, the original name for the company in 1994 was "Cadabra," but they changed to "Amazon" because the initial name phonetically sounded too much like "Cadaver." The black in

the logo represents dominance, supremacy and elegance, while the orange color stands for pride and happiness.

• **FedEx**

I didn't catch the subtlety until reading about the logo, and now it totally makes sense. Look closely between "E" and "x" and you will see an arrow, which symbolizes speed, delivery and accuracy.



The dark blue relates to trust and dependability, along with customer loyalty. Like Amazon, the orange stands for pride and happiness.

• **McLane Company**

Drayton McLane, who owned the Houston Astros for many years, also owned McLane Company, which he merged with Walmart when he became that brand's vice chairman. McLane Company is a distributor to retailers both domestically and worldwide. This is my favorite logo. Look closely at the black triangle of the logo and you easily see the black arrows pointing outward. Now, look closely at the negative space and notice the white arrows all pointing inward. McLane is a distribution company that collects items from the outside (represented by the white arrows) and then distributing them to retail channels everywhere (represented by the black arrows). The color red symbolizes power and high energy.



To me the McLane Company logo is the very best because it totally describes what they do. My second favorite is Amazon because it tells what they sell and emphasizes how their customers should feel.

My logo, which you see below, features a smiling face because I generate a positive experience for my clients. The "F" is the nose between the two eyes combined with the white horizontal line, and the "C" is the smile turned on its side. **What story or promise does your logo share?**

If your logo is nothing more than a few letters without a message, please feel free to call me so we can make your company stand out!

THE Tiebreaker

Do Something Good

The story below tells about a woman who wanted to pay tribute to her late mother. She remembered her mother saying, "There are always going to be tragedies in the world, but there will always be more good – you just have to look for it."

She is now traveling all 50 states looking for goodness and sharing positivity.

Attitude is a choice, and we can largely choose whether to be happy or unhappy. [Please click on this link](#) and prepare to be inspired.

Each month, I give \$50 cash away at the Southlake Chamber of Commerce luncheon and ask the recipient to do something with it to make somebody's day. You'd be amazed at the inspirational stories that I hear.

