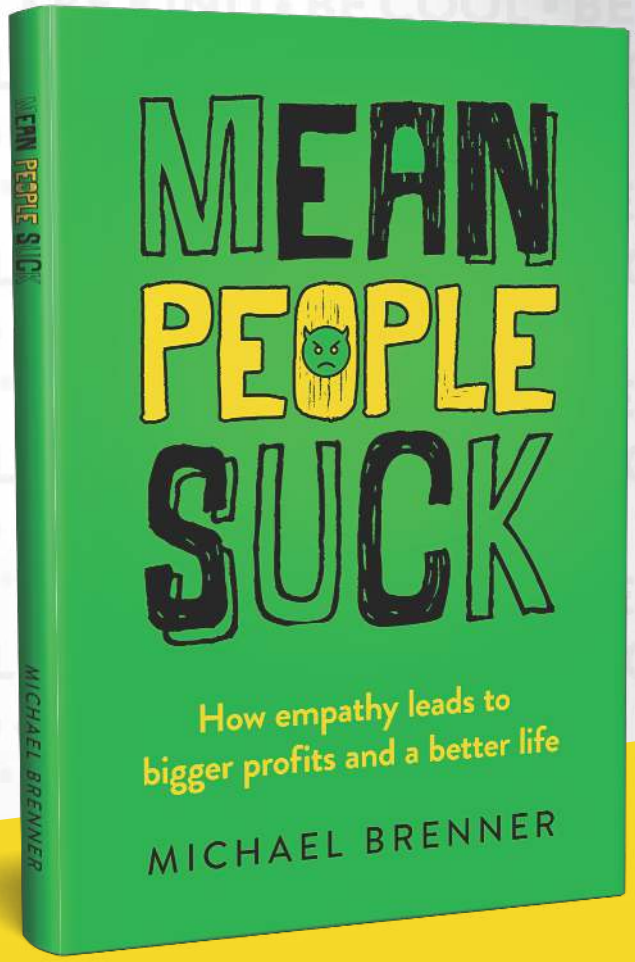
MEAN PEOPLE SUCK

How Empathy Leads to Bigger Profits and a Better Life

BY MICHAEL BRENNER



Available at amazon

BE KIND
BE COOL
BE YOU

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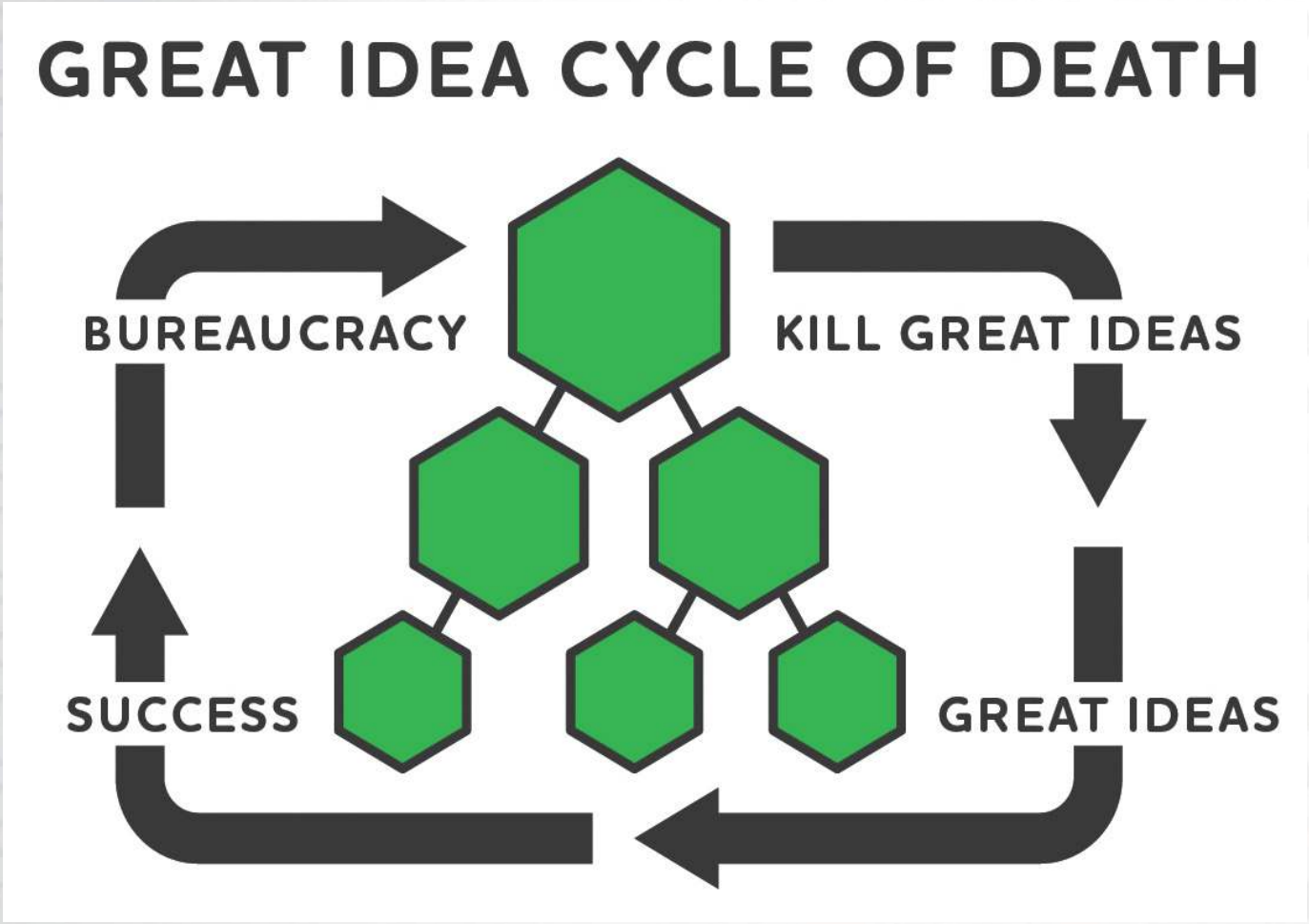
1. PAPERBOY
2. BABYSITTER
3. LAWN MOWER
4. LANDSCAPER
5. PIZZA HUT
6. CONCESSION STAND
7. STOCK BOY
8. CATERER
9. PAINTER
10. CONSTRUCTION WORKER
11. BANK VAULT DEPOSIT MANAGER
12. BANK DATA ENTRY
13. REFEREE
14. ORIENTATION LEADER
15. STADIUM USHER
16. STUDENT TUTOR
17. WAITER
18. BARTENDER COUNTRY CLUB
19. UNIVERSITY DONATIONS TELEMARKETER
20. BARTENDER COLLEGE BAR
21. ENTERPRISE RENT A CAR. I PICKED PEOPLE UP
22. SANDWICH MAKER
23. IMPORTER / EXPORTER
24. ACCOUNT MANAGER
25. SALES REP
26. SALES MANAGER
27. SALES DIRECTOR
28. FIELD MARKETER
29. PRODUCT MARKETER
30. BOOTH BABE. YEAH I KNOW. IT'S KIND OF A JOKE.
31. CORPORATE MARKETER
32. **JOB I DON'T TALK ABOUT**
33. VP MARKETING (IRESEARCH FIRM)
34. CMO (FULLTILT)
35. DIRECTOR OF DIGITAL MARKETING
36. BLOGGER
37. STARTUP CO-FOUNDER
38. SR. DIRECTOR OF CONTENT MARKETING
39. VP OF CONTENT MARKETING
40. SPEAKER
41. BOOK AUTHOR
42. HEAD OF STRATEGY (SOFTWARE STARTUP)
43. PROFESSIONAL WRITER
44. PUBLISHER
45. BOARD ADVISOR
46. STARTUP EXECUTIVE
47. EXECUTIVE COACH
48. CEO
49. CONSULTANT
50. NON-PROFIT BOARD MEMBER
51. STARTUP ADVISOR
52. PART-TIME CMO
53. COACH, DAD, HUSBAND, THERAPIST

My 53 Jobs!

"While working 53 jobs for 25 years inside corporate organizations and start-ups alike, I've witnessed unique management styles, workplace cultures, and bosses, all of which taught me a few lessons about business and how to manage it all."

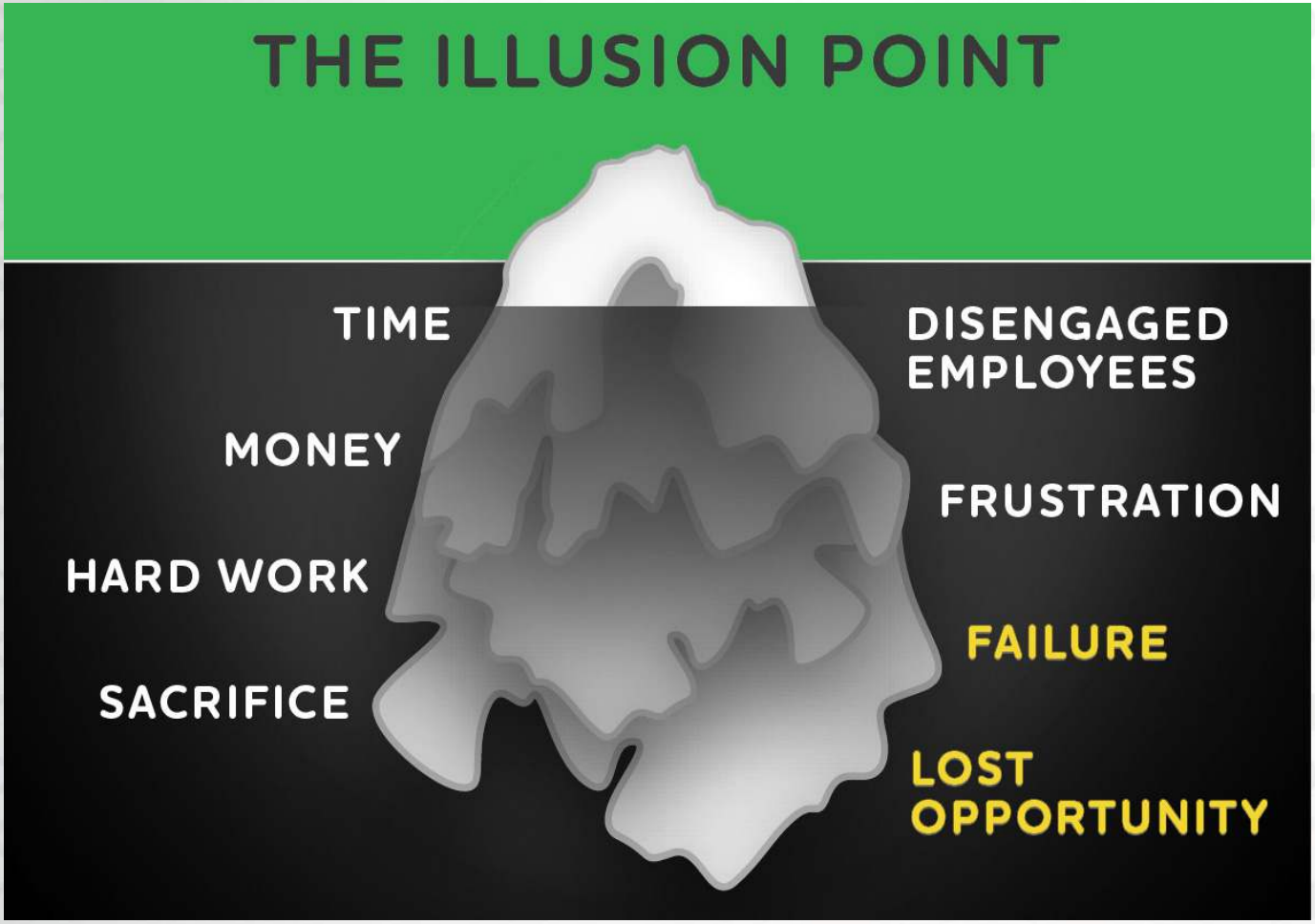


The Great Idea Cycle of Death

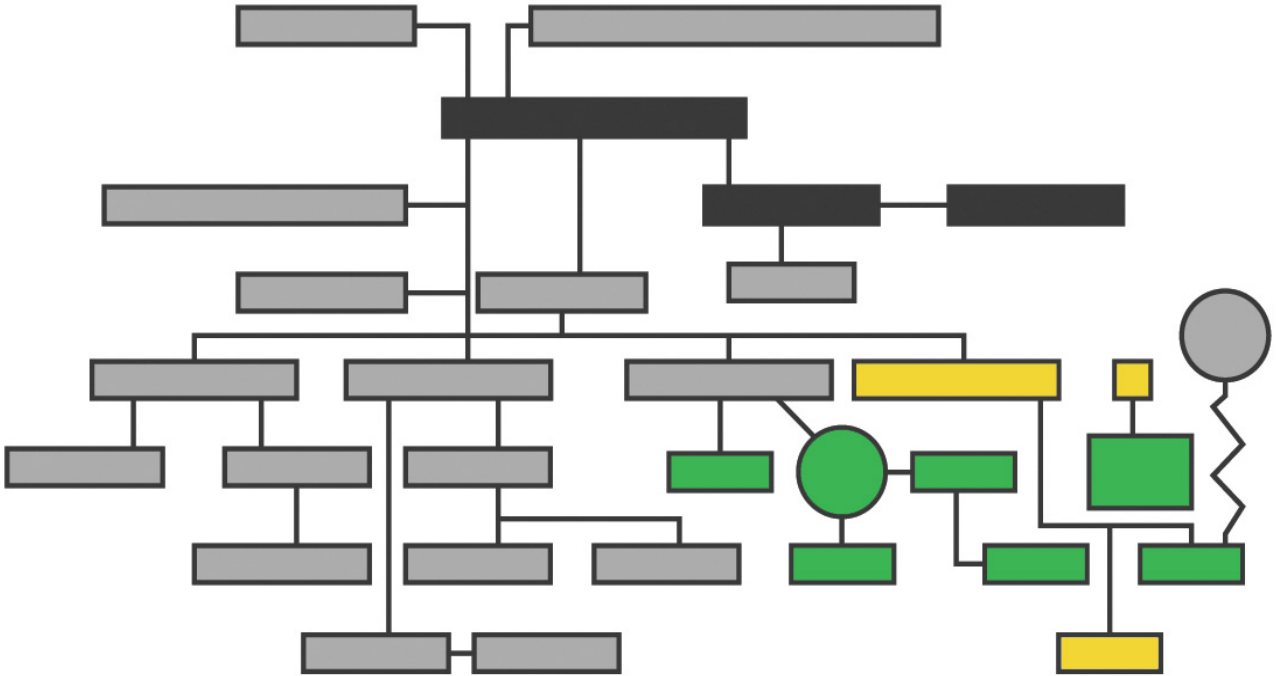
"[What happens when] We know we've done great work and had great ideas and some of those ideas worked to produce better results. Yet we don't get promoted, we don't gain more autonomy…"

The Illusion Point

"The point at which our managers switch from fielding input on a goal to directing us into counterproductive tasks."



THE REAL PROBLEM: THE ORG CHART



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(PAGE 33)

The Org Chart

"The company org chart lays out, in the most basic visual terms, who is below us, who is above us, and who is beside us by connecting all leaders and employees through a series of neat, organized boxes and lines. Without the org chart, supposedly we would have no clue where employees sit within the greater hierarchy of the company."

The Real Org Chart

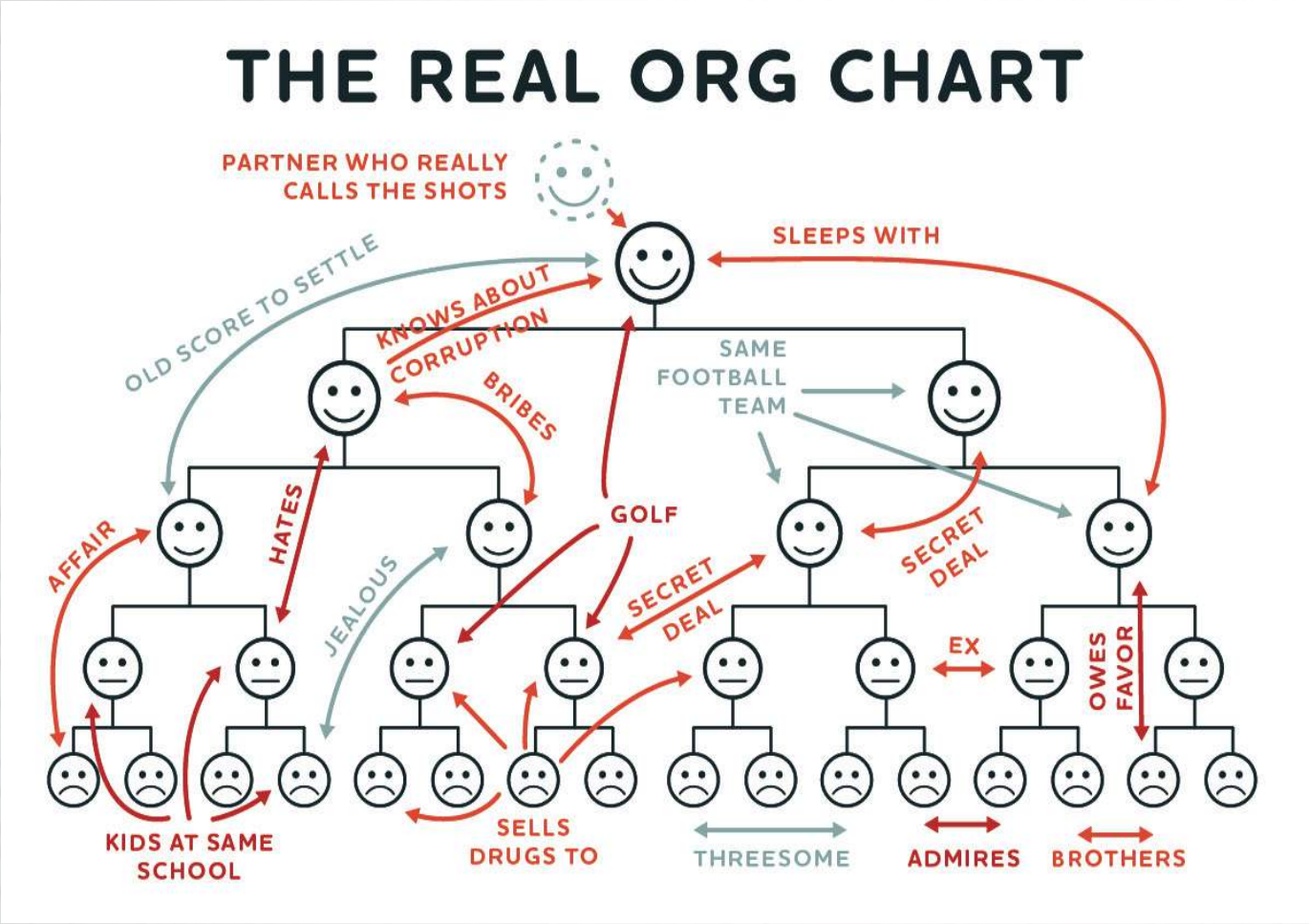
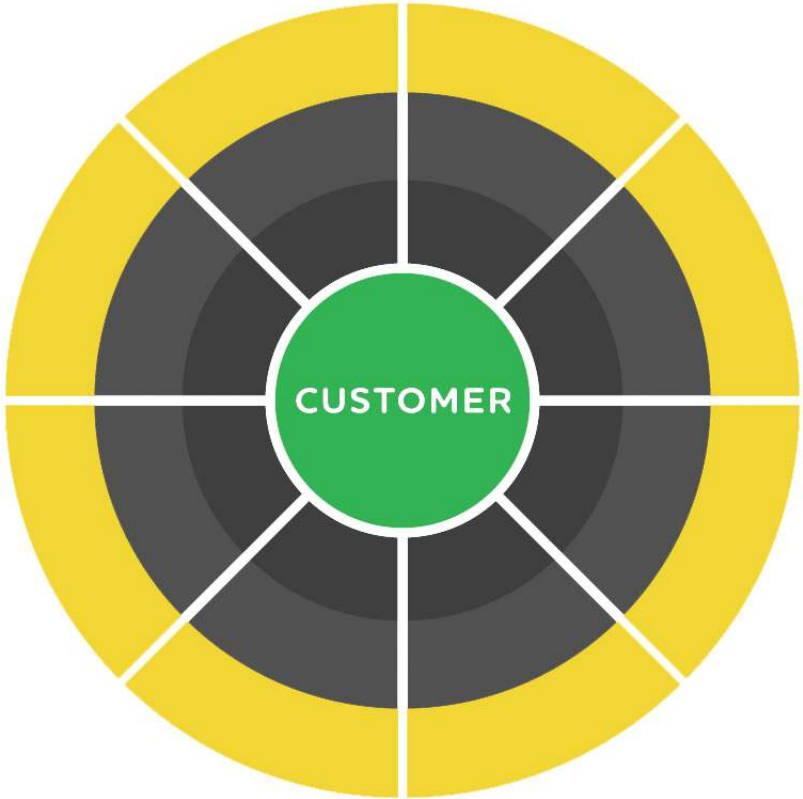


Image inspired by Integration Training (UK)

"If I were tasked with creating an org chart that accurately represents what goes on in a company between everyone who works there, one that details the complicated relationships and power structures that play out every day, I can imagine what that org chart would look like."



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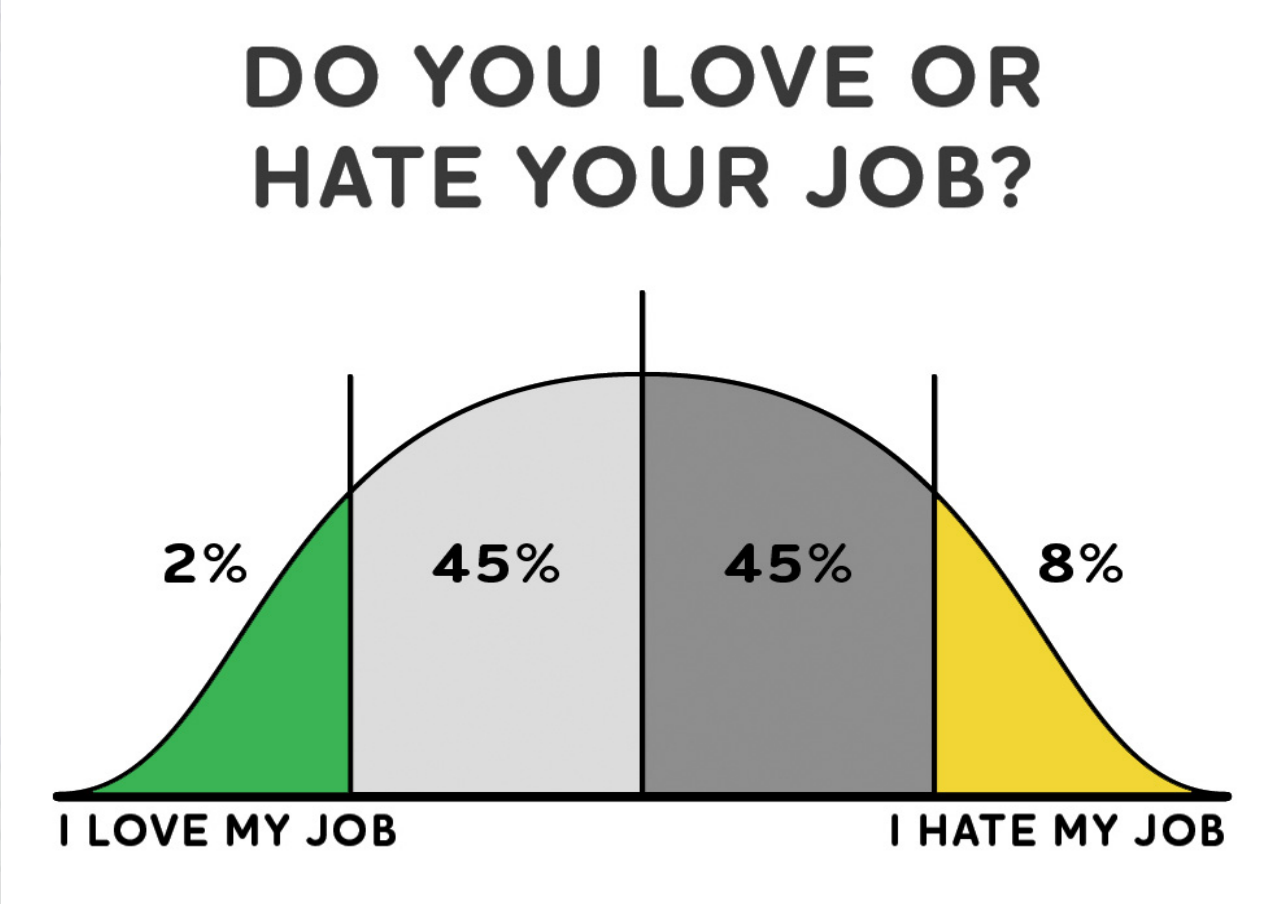
(PAGE 37)

The Bullseye

"To truly foster a culture of empathy and prevent misguided or competing priorities, we first need to break the silos throughout our organizations. This means companies ensure that all departments focus their efforts on the customer, and all company goals keep the customer experience in mind. One simple way to accomplish that is to rethink the way the org chart is designed."

The Bullseye w. Departments

"The Bullseye creates a culture of empathy and teamwork with-in the entire organization because all employees pull together to focus on serving others instead of themselves, their bosses, their secret allies, or the executive with a big ego. Bullseye org charts focus everyone on the common goal of serving the most important person to the organization, the customer. As you can see, all departments including Marketing, Sales, Customer Service, HR, Operations, Finance, Product, and even Legal teams can use the Bullseye as a unifying force to align a company culture."



Do You Love Your Job?

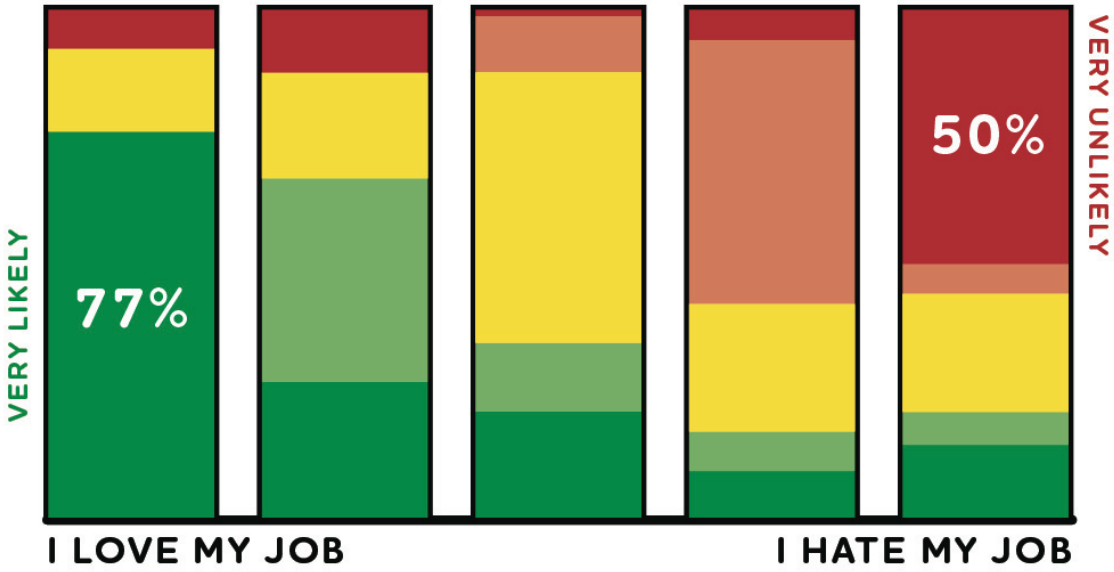
"I fielded a random sample survey to gather data from over 2,000 employed people in the US:

1. Are you happy at work?
2. Is the company you work for innovative?
3. Does your manager champion your ideas?

From over 2,000 employed people surveyed, I found:

- Only 2% loved their jobs!
- 8% hated their jobs"

HOW LIKELY IS YOUR MANAGER TO CHAMPION YOUR IDEAS?



Does Your Manager Champion Your Ideas?

"I fielded a random sample survey to gather data from over 2,000 employed people in the US:

- 77% of the 2% of people who loved their jobs had a manager who championed their ideas.
- 50% of that 8% of people who hated their jobs did NOT have a manager who championed their ideas."

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(PAGE 72)

"Yes! The happiest employees have managers who champion their ideas and they also work at innovative companies. Most of the unhappy employees are unlikely to have managers who support them or jobs in innovative companies. Further, not one employee reported the absence of idea encouragement and happiness while also reporting a job in an innovative company. I didn't find a single person who felt that he or she worked at an innovative company and didn't have a manager who supported his or her ideas. These results prove that the key to growth and innovation as a company is the same as the key to having happy employees and innovation: Employ people managers who champion the ideas of their team. "

THE 1-QUESTION SURVEY

ON A SCALE OF 0-10, HOW LIKELY IS YOUR MANAGER TO CHAMPION YOUR IDEAS?

1. ENCOURAGE EMPLOYEES TO PRESENT NEW IDEAS
2. TRAIN MANAGERS ON HELPING THEM BUILD A BUSINESS CASE

"One question everyone should ask during the interview process to gain insight into what their manager will be like before they even accept a new job:

Do you champion new ideas from your team?

The answer will tell you if the manager wants you just to do what you're told, or if your best ideas can move up the food chain. The answer might surprise you."

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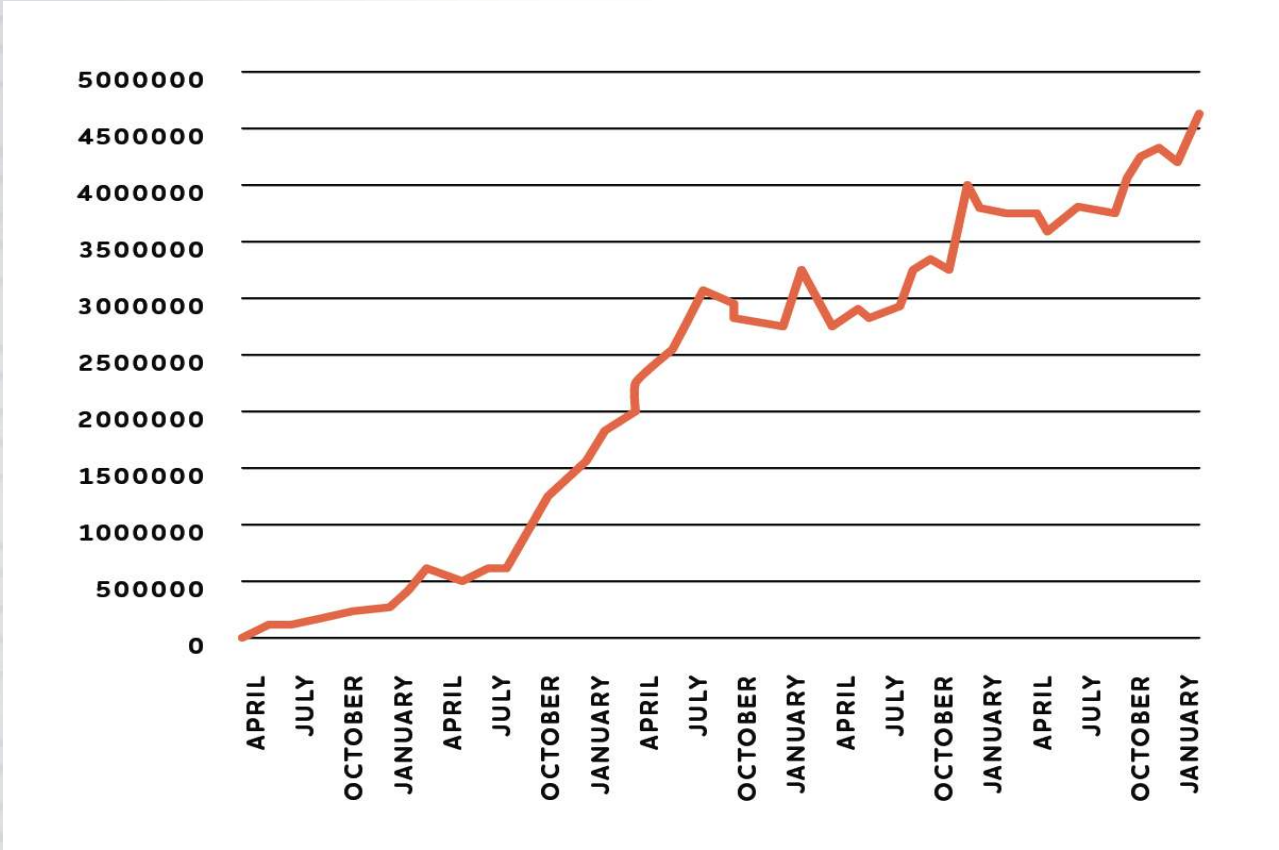
(PAGE 80)

The Disruptors

"My kids share birthdays with the launch of LinkedIn, Twitter, the iPhone (in the United States) and Snapchat. You can see the 'age' of digital, social, mobile technologies that have dramatically disrupted the way we work, communicate, and live."



Source: Amanda Todorovich on ContentMarketingInstitute.com

Empathy Wins!

"[Empathy is the driving factor for Cleveland Clinic's] award-winning website Health Essentials, which aims to develop hyper-relevant content to address the health concerns of the more than six million people who visit it each month.

It started out as a fledgling site back in 2012 but is now the most visited hospital blog in the nation, going from zero to 67 million sessions in just six years."

"STORIES ARE SUCH A POWERFUL DRIVER OF EMOTIONAL VALUE THAT THEIR IMPACT CAN BE MEASURED OBJECTIVELY."

MICHAEL BRENNER

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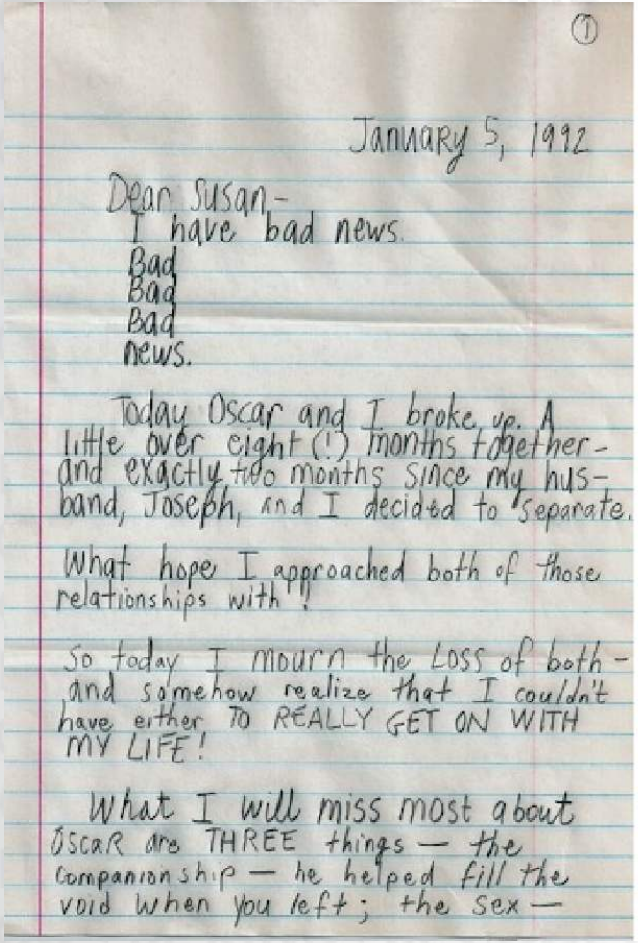
(PAGE 115)

The Significant Objects Project

"What is the value of better storytelling? Rob Walker and Joshua Glenn were reporters [who] wanted to test their hypothesis [that stories have value], so they came up with this idea called the Significant Objects Project. They theorized that sincere stories were such a driver of emotional connection that their impact could be measured objectively."



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January 5, 1992

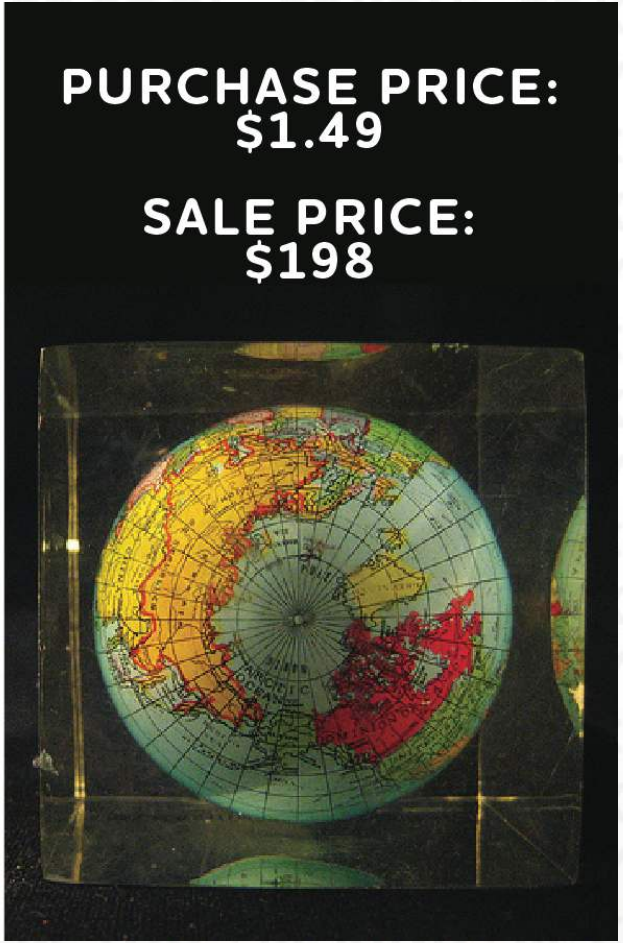
Dear Susan,-
I have bad news.
Bad
Bad
Bad
news.

Today Oscar and I broke up. A little over eight (!) months together - and exactly two months since my husband, Joseph, and I decided to separate.

What hope I approached both of those relationships with!

So today I mourn the loss of both - and somehow realize that I couldn't have either TO REALLY GET ON WITH MY LIFE!

What I will miss most about Oscar are THREE things — the companionship — he helped fill the void when you left; the sex —



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(PAGE 116)

The Significant Objects Project

"Rob and Joshua had spent $129 on 100 items purchased in thrift stores, garage sales, and online. Those items then sold for $3,613 online once the fictional stories were added to the items. The final markup average for those 100 items was about 2,700 percent. The point is that stories have real value."

Source: https://www.reddit.com/r/pics/comments/ynvrb/dave_grohl_doesnt_like_thirsty_fans/

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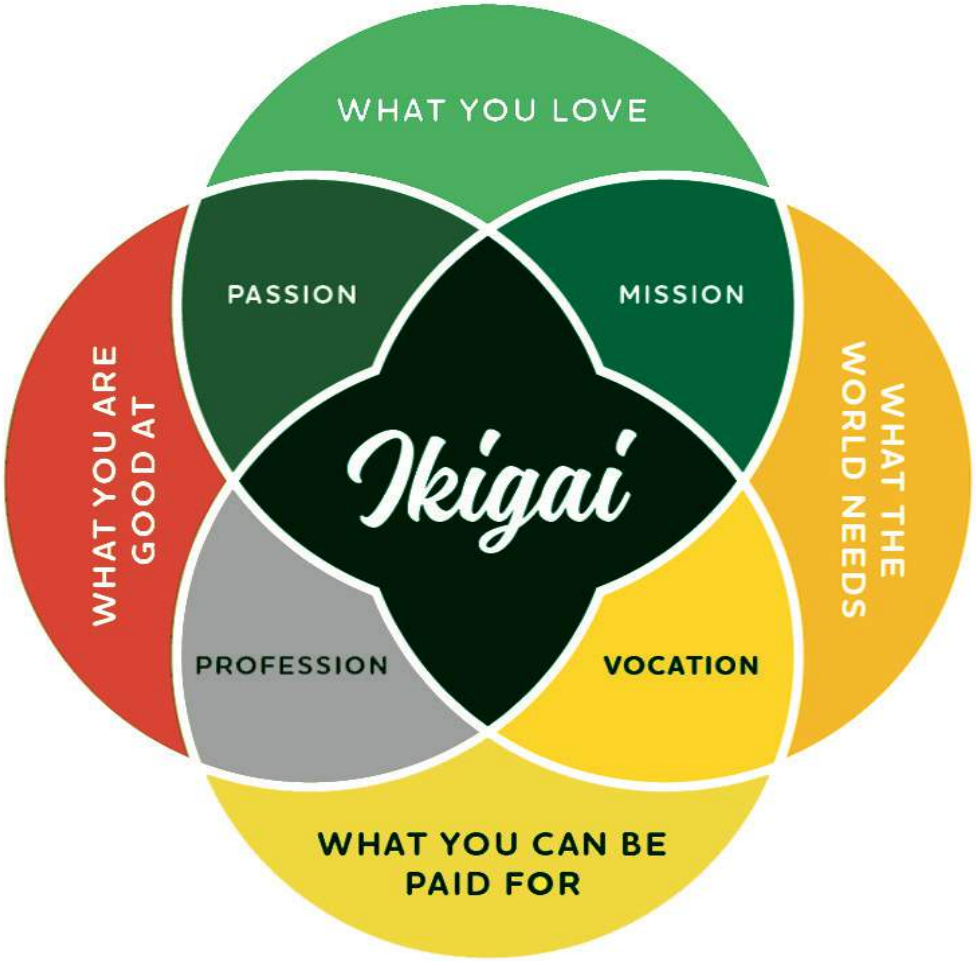
(PAGE 149)

Dave Grohl Doesn't Like His Fans to Go Thirsty

Dave Grohl from the band The Foo Fighters could have a huge ego. He writes and sings their songs; he plays the guitar, and the drums, and performs for millions of raving fans. But he seems to care about people not just in the work he does, but he also goes the extra step. He pours his fans a beer when their cups run low. He focuses on what his "customers" want and need.



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(PAGE 151)

The Secret to a Happy Life

Start by asking yourself four important questions:
1. What do I know?
2. What does the world need?
3. What do I love?
4. What can I get paid to do?

The intersection of these 4 elements is "The Secret to a Happy Life." We all want to feel competent in our jobs.. We need to do something the world needs.. We all want to love what we do. And finally, we all want to be recognized as a leader in our field.

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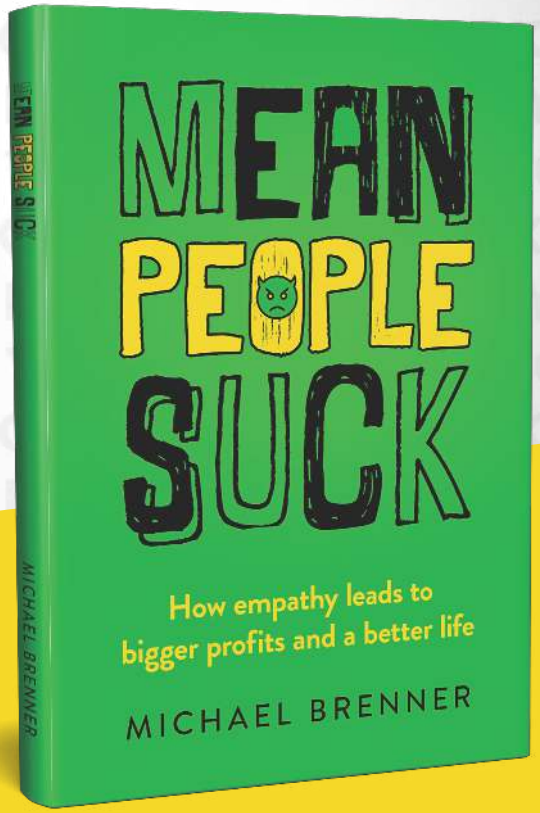
How Empathy Leads to Bigger Profits and a Better Life

"THANK YOU SO MUCH FOR READING MY BOOK!"

- MICHAEL BRENNER



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