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Ozzy "When to Say 'We versus I'"



Ben and I at ADI Dallas cookout event 1992. Ben is the king of WE!

There is a famous song from Ozzy Osborne called Crazy Train and it starts out: "I, I, I..." There are many people who are "Ozzies" that everything is "I did this" or "I did that".

We use we at our businesses. My boss, Ben Cornett at a company, called Intellisense (Ben, my mentor and hero, was at BGE, Intellisense, and president of Honeywell Security Division and a number of successful endeavors before and after). Ben uses the word WE. He explained to me that the word "we" is very inclusive, that it brings people together. It shares successes; it makes people feel more involved in successes and accomplishments. Winners use the word we. Losers use the word I. Funny thing the exact opposite happens when a problem arises. The same person that was all about "I, I, I" starts blaming "them, them, them" when something doesn't turn out right.

Ben Cornett, like most great coaches and successful people, flips the script. Ben would take that "we did this" and replace it with "we might of talked about it, but then I made a bad choice". Ben would always shoulder the negative or blame for the team because that's what "WE" people do. They turn into "I-people" when there is failure or blame. People will always follow, support and get behind someone who has the rare quality of giving and sharing success with others while almost exclusively taking the blame when things don't work out as planned. Look around. The world is full of good time Ozzys, the rare gem is finding WE-people that turn into Ozzys when the poop hits the fan! I challenge young people to be "We" people. The sooner you realize this phenomenon, the quicker you will ascend in whatever you are doing. You will also note that people will follow your lead and you will earn their respect. It's kind of crazy you trying to be the boastful "I" person and you get nowhere. But if you can truly change and be a "we" person you get everywhere. A great visual is the successful coach who acts like Ben, taking the blame for a team loss versus the selfish about-to-be-traded wide receiver who is the "I" guy demanding the ball.