

## **Why is Simplicity a Popular Theme?**

By Ed Oakley

All of a sudden it seems that everywhere we look we see someone touting “simple” or “simplicity” as a theme. Considering our new book is [Leadership Made Simple](#) that is gratifying and, perhaps, validating.

IBM i-Series computers has simplicity as its theme. They are advertising the importance of simple and simplicity as the heart of their message. They are even claiming that they have “simple pricing.” Just a few minutes ago, I was glancing through a Business 2.0 magazine, and there was the headline of a VISA Business Card advertisement that read “Business Takes Simplicity” - whatever that means :-). Keep your eyes open, and I’ll bet you’ll notice this simplicity theme more and more. Let us know if you see it.

Perhaps people are getting tired of complexity, finally realizing that complex solutions seldom work. If we come up with complex solutions to challenges in our company, I encourage us to keep looking. The right solution has not shown up yet. In my experience, effective solutions are usually simple solutions. If you ask someone to do something different, and what you are asking is complex, they are unlikely to do it, because they expect it to be difficult. If you ask someone to do something different that is simple, they can at least imagine the possibility of getting it done. Simple does NOT necessarily mean easy, but simple does mean there is at least a chance of making it work.

Simplicity is a key strategy for us when working with clients in a consultative relationship, and it always has been. It has also been a dilemma, because there is some question as to whether people and organizations value simplicity. Jack Trout, in his excellent book, [The Power of Simplicity](#), said, “You should realize that complexity is at the heart of a bad consultant’s business. Their view of such a consultant, and it may be an accurate one, is that companies won’t pay a lot for simplicity. In fact, it would sometimes appear that the less a company understands about the process, the more it will pay.” It was when we read Trout’s book in 1999 that we knew we would write [Leadership Made Simple](#). It might be a risk if people don’t value simplicity, but we know it works, and we are willing to take that stand!

What simple approaches have you found to work in some problem or challenge area? We would enjoy hearing from you.

©2006-2008 Enlightened Leadership Solutions, Inc.

**For additional information, products or service, please contact us:**

**Enlightened Leadership Solutions, Inc.**

**Phone: (303)729-0540 Fax: (303) 689-7666**

[ContactUs@enleadership.com](mailto:ContactUs@enleadership.com)

[www.leadershipmadesimple.com](http://www.leadershipmadesimple.com)

[www.enleadership.com](http://www.enleadership.com)

[www.makingmanagersintoleaders.com](http://www.makingmanagersintoleaders.com)