

Working with People Who Don't Have to Follow Your Rules

I'm sure none of you have to do that...



During the last Kansas Main Street Quarterly Training in Coffeyville, we had the opportunity to listen to a presentation by Devery R. Youngblood, the author of *"The Necessity of Failure: How the Struggles You Hate Leads to the Success You Love"*. Every Quarterly Training is a learning experience, but this session in particular made me look at how I interacted with other entities, and how those entities interacted with Emporia Main Street. No matter what type of business or organization you are a part of, we all have to work with people that don't have to follow our rules. Below are some tips and techniques discussed by Mr. Youngblood to help us recognize how we can improve our interactions with others.

RESPOND instead of REACTING. I know that this is sometimes easier said than done, but think about this statement for a moment. Our instinctual "fight or flight" reactions often lead to regrettable situations. And while "going with your gut" may work occasionally, long term success with individuals necessitates a reasoned approach. Does an impulsive behavior feel good in the moment? Sometimes, but often our impulses lead to regret in business or organizational arenas. Logical decision making based on balanced, factual information leads to sustainable growth and development of businesses, organizations and individuals.

Malcolm Gladwell stated in his book "Outliers": **"We're friends with the people we do things with, as much as we are with the people we resemble. We don't seek out friends, in other words. We associate with the people who occupy the same small, physical spaces that we do."** What does that mean? It means that locally we share a common base element of space and shared experiences that can allow for relationship building, if we let it. It also means that our different philosophies are OK in existence with one another because we perceive our experiences and space differently. It is only through transparency and openness to alternative lines of thought that we can truly build an inclusive community that is built on friendships developed through our shared space and experiences. We don't have to agree on everything, nor should we. If we seek out situations, people and information that only reinforce our pre-existing notions, we become an intellectually weaker community and make poor decisions as a result.



Author, public speaker and former Main Street Director Devery Youngblood.

Community differences are as old as recorded history. Aristotle once said "A city is a unity of unlikes." Within these "unlikes" we can seek partnerships with consumers, other businesses and organizations that further our image and core values, have the capacity to assist us and work on projects or goals that are in our best interests. From a consumer, business or peer standpoint, obviously not everyone fits that description of a "partner", but Devery Youngblood describes four levels of partnership readiness. They are:

Coexistence- You are both on the same field, just not playing together.

Cooperation- In mutually beneficial situations, you work together to achieve a goal.

Coordination- You communicate with potential partners to find areas of cooperation.

Collaboration- You pursue a strategy where your organizations are consistently working together to achieve a consistent mission.

Coownership- Organizational wins and losses are no longer "mine" or "yours" but "ours".

We have to understand that not everyone shares our values. The "if they would just think like me" mind set simply leads to frustration, because the only people we can truly change are ourselves. However, understanding the organizational schematic of potential partners can help you achieve understanding and attain better partnerships. Understanding the size and flexibility of an organization can help you empathize with your potential partners perspective. A single person business may provide a quicker working relationship than a large bureaucracy, but they often do not possess the resources that a larger organization has at their disposal. It is also important to understand the work ethic of individuals or organizations when seeking

partnerships. Do they get involved in several things just a little bit, or does your potential partner work in a focused manner on a few areas while exercising a great number of hours on limited subject matter? Which type of partner do you need?

If I could only take two things from Mr. Youngblood's presentation, it would be these two realizations:

1. Respond instead of reacting.
2. I'm only in control of myself.

What three things will you do to grow or develop partnerships over the next week?



Kansas Main Street Quarterly Trainings provide a series of practical advice and case studies to move businesses and organizations forward. To learn more about achieving improved partnerships, read Devery R. Youngblood's new book *"The Necessity of Failure: How the Struggles You Hate Leads to the Success You Love."* by contacting your local bookstore or contact Mr. Youngblood at deveryyoungblood@gmail.com.

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[For past editions of the Emporia Main Street E-News, check out our E-News archives by clicking HERE.](#)

Upcoming Business/Community Events

Any Emporia Main Street member business or community organization can advertise their upcoming event or activity in the Emporia Main Street weekly newsletter for FREE! Simply send us the text and any pictures you would like included to main.street@emporia-kansas.gov, and we can include your event or activity in our weekly newsletter. Here are a few events that members asked us to highlight:

[Wildlife Appreciation and Conservation Days!](#)

September 10th & 11th at Bluestem Farm & Ranch Supply!

We have invited local conservation groups, including: Quail Unlimited, Ducks Unlimited, Rocky Mtn Elk Foundation, National Wild Turkey Federation, Lyon County Soil Conservation, Kansas Hunter Education, Camp Alexander, Kansas Fur harvesters and others. The groups come into the store and set up a booth and have aers.

The groups come into the store and set up a booth and have a chance to meet our customers in a different venue than their usual banquets. We also have some manufactures reps here and have demos set up of hunting blinds, tree stands and wildlife feeders.

Outside the store we will have Weber grill, Horizon Smoker and Traeger Grill demos. There will be a hot dog stand with Fanestil hot dogs and beef and beans. All proceeds from the stand are divided between the conservation groups. Wildlife and Parks brings their laser shooting booth where you can test your skills on all kinds of game and targets. There will be drawings for prizes. The grand prize is a Savage rifle. Grandpa Pokey will also be here to make balloon animals. A popular event last year was the marshmallow blaster shooting range. We try to make this a fun day for our customers and especially their kids.

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Intro to Digital Photography

Instructor: Michael Bird

Cost: \$59

Schedule: Mondays & Wednesdays, Sept. 13-22, 7:00-9:00 PM

This class will teach basic operation of the digital camera as well as the technical aspects of camera use. Assignments are designed to teach camera functions with an emphasis on developing an artistic eye through photography. Topics include: shutter speed, depth of field, framing, and portraiture. In class we will have student presentations followed by class discussions. By the end of the term, students will have a better understanding of digital photography and how to create a photograph with their own style. Students must provide their own digital camera with manual settings.

Wedding Planning 101

Instructors: Amanda Mendoza & Staci Sull

Cost: \$15

Schedule: Monday, Sept. 13, 6:30-9:30 PM

Learn to plan your wedding with ease and less stress! From etiquette to tips and tricks, you will learn from the pros and find local resources to fit your budget and your style.

The Basics of Improv Comedy

Instructor: Harrison George

Cost: \$39

Schedule: Mondays, Sept. 13-Oct. 11, 7:00-8:00 PM

Have you ever wanted to learn improv comedy? Now's your chance! Improv comedy is made up completely on the spot: no scripts, no lines, just spontaneous fun! Learn the basic rules of improv, a wide range of games, and meet new people! No experience needed. From Second City and Whose Line is it Anyway to the Zoiks! Team at ESU, come learn everything you always wanted to know about Improv! Remember the #1 rule of Improv: Have Fun!

Back to home page: www.emporiainainstreet.com