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Office wars: Common sense strikes back

The Ministry of COMMON SENSE

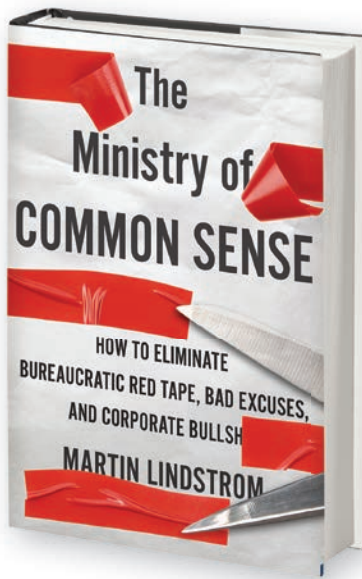
HOW TO ELIMINATE BUREAUCRATIC RED TAPE, BAD EXCUSES, AND CORPORATE BS

New York Times bestselling author **Martin Lindstrom**
MartinLindstrom.com

Published by Hodder & Stoughton

Please don't release before publication date on 21st January 2021

256 pages; 135 x 216mm; HB, £25, 978-0358272564



“Martin Lindstrom’s delightful romp shows how too many organisations seem designed to drive their customers and employees crazy. And this gem is filled with useful (and fun) tips and tools that will help leaders build teams and organisations where common sense is the rule rather than the exception.”

– **Robert Sutton, Stanford Professor and author of bestseller The No Asshole Rule, among others**

A long time ago, in a galaxy far far away, professionals had lost their discernment and many offices were wasting a stellar amount of time, energy and money, as a result.

Is this press release a joke? Actually, the only sense in which it's a joke is that the offices in question aren't found in outer space but they are the very employers for whom we work every day of our lives!

A new rebel book is coming to the rescue, How to Eliminate Bureaucratic Red Tape, Bad Excuses, and Corporate BS, written by global consumer strategist, Martin Lindstrom, explores this perplexing phenomenon with a wealth of examples and many hilarious stories from his own professional clients such as logistics giant Maersk; supermarket chains; Chartered Standard and other financial multinationals; Shell Oil; Toyota; Microsoft; Nortel; McDonald's, Nestlé, and a plethora of other culprits from the travel & leisure industry like hotel groups, airports and airlines...

So, there is the shambolic Zoom meeting beset by technical problems which don't improve when everyone speaks on top of each other. At the close, the participants wave enthusiastically like the 'Trapp Family Singers' leaving the stage. 'Til the next Zoom conference – in ten minutes' time.

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And the story of the sleepwalker (a friend of the author) who shut himself, stark naked, outside his bedroom in a state of the art West Coast Hotel and, having taken the glass-paneled lift to Reception, was told that it was the Hotel's policy not to give anyone a second set of keys unless he produced a passport!

Or the supa dupa 'customer information system' programmed to resolve all queries within a strict time frame. Problem was that most complaints took longer to get sorted, so that despite the system being precise to the split-second, most issues ended unresolved in a black hole.

The Ministry of Common Sense highlights our loss of empathy as one of the main causes of this widespread 'office madness'. The Chapter, 'Where has empathy gone?', shows that an excessive use of technology diminishes our capacity to communicate in person and to relate to others. In this setting, it is easy to forget that other people are human beings like us, with similar needs to ours. As a consequence, we lose sight of the customer (but who pays our keep?!) and our main goal becomes to comply with a burdensome pile of internal regulations.

Lindstrom closes the book with two chapters explaining how to set up an internal Ministry of Common Sense (using the company's existing resources) and how to persuade leadership and colleagues that it is needed. To this end, he suggests that the small team behind the Ministry begin by quietly finding a few examples of 'bonkers bureaucracy' which will help them make their case. Tangible examples, with the clear benefits of getting rid of red tape, will contribute to win over the skeptics.

Once the Ministry is set up, it won't need a cutting-edge website to register colleagues' gripes; a cardboard mailbox placed nearby a busy area like the cafeteria will do. Importantly, Martin also advises giving the Ministry a time limit to fulfil its mission and, if it expires without results, the idea could be discarded.

Ultimately, as the book's many case studies prove, common sense creates cost savings, improves the culture, and strengthens or refines customer experience. This is why it needs rescuing – now.



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More praise for Martin and his Book

“Martin’s latest book is fun, fast-paced, and as actionable as it is insightful...” – **Renée Mauborgne**,
INSEAD professor and co-author of bestsellers Blue Ocean Strategy and Blue Ocean Shift

“The Lindstrom Company has been instrumental in [...] helping to turn around our culture to fuel a change in an old-fashioned industry.” – **Louisa Loren, SVP, Maersk**

About the Author



Martin Lindstrom is a well-known international management consultant and best-selling business author who routinely sees various kinds of ‘corporate red tape’ on a global basis. Over the years, he has learned how to quickly pinpoint and then eradicate these bothersome hurdles in companies of all sizes. Lindstrom is recognised as one of the worlds’ most influential people (Time) and ranked among the world’s top business thinkers (Thinkers50).

He has appeared across a wide range of media internationally, and is a regular contributor to several leading publications including TIME and Fast Company. In addition, he has been invited to deliver keynote addresses by a wealth of prestigious organisations such as The World Economic Forum, LEGO, Unilever, Disney and Amazon.

**For more information or to ask for a review copy, please don’t hesitate to contact
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