

# Episode 110: Dealing with “bright shiny object” syndrome.



Bright Shiny Object Syndrome (BSOS) is trouble when you are managing a group.

## 1. What is Bright Shiny Object Syndrome?

Bright shiny objects distract the audience from where they should be looking.

This may be great if you are a magician trying to hide a slight of hand.

But it is more of a problem if the object entices and takes attention away from your goals.

I often hear people complain that their senior managers are prone to this.

The implication is that they can't stick to one project long enough to complete it.

It's also an issue for many entrepreneurs – worried about missing the next big thing.

Bright Shiny Objects are fun but divert energy into unrealized and unachieved goals.

## 2. How do you stop yourself from getting BSOS?

While it's a problem for others, it can also be a problem for us too.

I always try and follow these 5 simple steps to keep me and my projects focused.

1. Make sure you build a good clear plan
2. Be very clear on the benefits of your project
3. Clearly communicate it so people know where you are focused
4. Get buy-in from your peers and the senior team
5. Commit to the milestones and show that you are making them

If you do these things – you can normally steer yourself through to safe waters.

## 3. How do you stop others from suffering?

As we have said before “he who has the plan, has the plan”.

Without a clear plan you really can't complain about bright shiny objects.

A plan enables people to keep focused on goals and objectives.

Making sure people build plans and commit to them is something you can do.

In fact, think of the list we just covered in the last part and make others follow it.

If you can't get your company to commit to building plans then you are in trouble.

Think of a train – if you lay tracks the train will follow them.

If you don't, the train will either not work or go where it wants to.

The plan is the tracks.

Bottom Line: Most of us like new things but when they distract us from our end goals they can cause us to miss our objectives.