

That Unholy Obstacle: The Sacred Cow

There's at least one sacred cow lumbering around in every business. And for every impatient workhorse who wants to get it out of the way, you'll find half a dozen members of the organization feeding the animal on the sly to keep it alive.

A sacred cow is an unwritten rule or hallowed article of business dogma that is jealously defended by people who would rather limp than undergo a minor operation; it is the ultimate veto produced by the opposition when all other forms of argument fail; it is "We've never done it that way before" or "We tried it once and it didn't work" or "The chief is dead set against humour in advertising" or "The union wouldn't stand for it."

Sacred cows cost industry millions of dollars a year simply by obstructing progress. Yet you can get rid of most of them through persistent questioning: "WHY didn't it work before?" "WHEN was it tried?" "WHO tried it?"

In other words, before you can get around a sacred cow, you must WANT to.

*"Slaying sacred cows
makes great steaks."*

Dick Nicolosi

