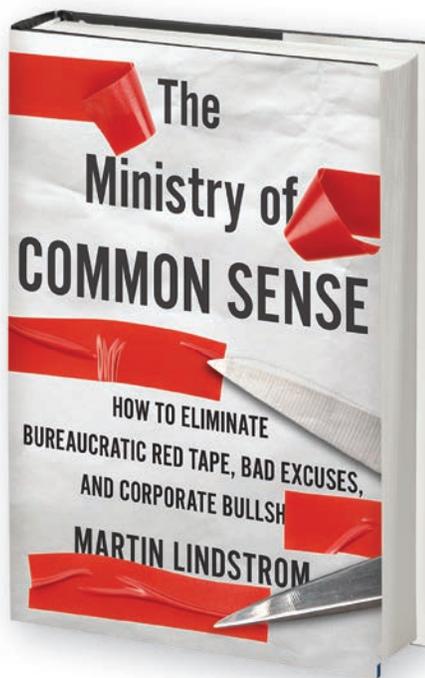# FORTIER
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The Ministry of COMMON SENSE

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

New York Times bestselling author
Martin Lindstrom

Doesn't it drive you crazy when you're cced on irrelevant email chains, invited to unnecessary zoom meetings, or forced to go back to an office when working from home remotely has been safer and just as productive? These and many other frustrations stem from the same underlying cause: a lack of common sense. And now that COVID has changed everything about the way we work, it no longer makes sense to do things the way we used to.

Throughout the pandemic, too many workplaces have continued to be on autopilot, moving forward with rigid policies and practices with a business-as-usual blindness, instead of thinking through better suited options. **THE MINISTRY OF COMMON SENSE: How to Eliminate Bureaucratic Red Tape, Bad Excuses, and Corporate BS** (Houghton Mifflin Harcourt; January 19, 2021) by New York Times bestselling author Martin Lindstrom is an entertaining exploration of what causes corporate common sense to break down, and a practical rallying cry for restoring it, even during a pandemic.

Most of us learn common sense in childhood and by the time we're adults, we subconsciously look both ways before crossing the street, hold the door for the person behind us, and do hundreds of other simple things to promote our safety, relationships and well-being. But if common sense is so easy for individuals to practice, why is it so hard for organizations?

The more organizations scale and get stale, the more employees become victims of standardized rules, procedures and old habits that have never been questioned for logic. Once we've learned to become

corporate, we suppress our instinctual empathy and ignore what we know about right vs. wrong and smart vs. foolish. We forget how we'd feel in a customer's shoes if a bank froze our accounts, if a telecom company sent a nasty letter, or if a call center transferred us five times. Before long, most of us become not only numb, but complicit in crimes of corporate nonsense, even when they lead to frustrated customers, poor morale, lost revenue, and stifled innovation.

Lindstrom's solution –tested repeatedly with his global clients – is a five step program to empower your organization with what he calls "The Ministry of Common Sense," a rescue squad with the authority to identify and overturn the six most frequent roadblocks to common sense:

- **(Bad) customer experience**
- **Politics**
- **Technology**
- **Meetings and Power Points**
- **Rules, Regulations, and Policies**
- **Compliance and Legal**

The Ministry isn't some whimsical, feel-good exercise, or a quick fix. When implemented the way Lindstrom demonstrates, it's a powerful defense against the thoughtless systems and regulations that squander resources, morale, and productivity, and an essential guide to restoring our sanity.

About Martin Lindstrom

Martin Lindstrom is the founder and chairman of Lindstrom Company, the world's leading brand & culture transformation group, operating across five continents and more than 30 countries. TIME Magazine has named Lindstrom one of the "World's 100 Most Influential People." And for three years running, Thinkers50, the world's premier ranking resource of business icons, has selected Lindstrom to be among the world's top 50 business thinkers. Lindstrom is a high-profile speaker and author of 7 New York Times best-selling books, translated into 60 languages. His book Brand Sense was critically acclaimed by The Wall Street Journal as "one of the five best marketing books ever published," Small Data was praised as "revolutionary" and TIME Magazine wrote this about Buyology: "a breakthrough in branding".

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