

MAYBE YOU SHOULD TRY DOING *LESS* STUPID SHIT?

A new paradigm for stupid shit prevention

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A Perfect Storm of Stupid Shit

A startling trend has surfaced in recent years showing that the rate of stupid shit being by done by organizations is rising dramatically. Not only has the gross amount of stupid shit increased sharply, but the relative stupidity level of the shit being done is also trending upwards steeply. A perfect storm is brewing in which both the quantity and the quality of stupid-shit-doing (SSD) are ratcheting ever higher.

The implications for organizations and their workers are potentially disastrous. Not long ago, the destruction of value caused by organizational SSD was self-limiting. Business had to make a choice – do only a couple of stupid things, but do them very stupidly and with blind, wild enthusiasm; or take a shotgun approach and do lots of stupid shit, but at relatively low levels of stupidity. Intensity and frequency were mutually constraining factors.

However, advancements in technology, the rise of social media, and a commitment to innovation have broken down those barriers. In fact, not only has the intensity/frequency constraint of SSD been eliminated, many organizations are finding new sources of leverage by doing lots of stupid shit extremely stupidly. This is a phenomenon we call “geometric stupid-shit-doing.” Leading edge businesses in this field are *multiplying* frequency by intensity to create a mind boggling array of opportunities to do stupid shit with total commitment and laser-like focus.

As a result, American workers are exposed to more stupid shit than at any time in history. The US

Department of Labor estimates that as much as 90% of all shit that is done is stupid. (See Figure 1)

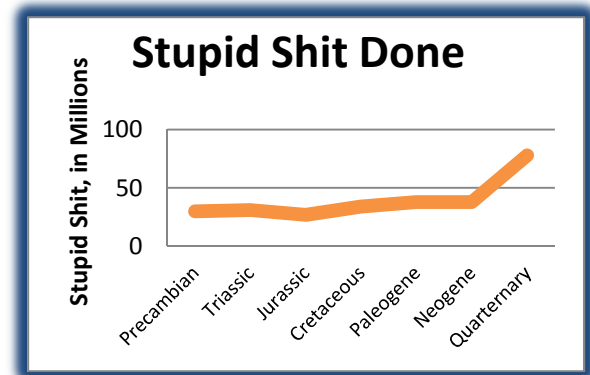


Figure 1

The Rise of Severely Stupid Shit (S^3)

Until the last decade, most researchers believed that a direct, linear relationship existed between all stupid shit, regardless of severity. In other words, for a given number of incidences of stupid shit, you could expect a predictable subset to be severely stupid shit (S^3).

However, it is now evident that this theory was itself some stupid shit. The rate of increase in severely stupid shit has greatly outpaced the increase in general stupid shit doing. The stupid shit pie is growing much bigger, and the severely stupid shit slice of that pie is growing bigger yet.

This phenomenon is particularly prevalent in highly competitive industries, where being the first to do something severely stupid can make the difference between mediocrity and just being average.



SOCIETY FOR THE
PREVENTION OF
STUPID SHIT

Are We Reaching 'Peak Stupidity?'

"Peak stupidity" is the point in time when the maximum rate of stupid-shit-doing is reached, after which the rate of stupid-shit-doing enters a period of terminal decline. In other words, it is the period when we will have done at least half of all of the possible stupid shit we could ever do.

Although some models suggest that we are indeed approaching peak stupidity, it is an extremely difficult issue to study. In fact, the very act of studying the issue actually generates new stupid doable shit, as does reading about it. This phenomenon illustrates the quantum nature of SSD. At the sub-atomic level, some shit is only stupid because the person doing it observes it to be so.

The general consensus of the scientific community is that we are not in imminent danger of reaching peak stupidity. The human instinct to create, coupled with good old fashioned American ingenuity, will enable us to continue finding new stupid shit we can do for the foreseeable future.

Additionally, the pending labor shortage projected for the years after baby boomers start to retire should also help taper SSD in the future. Research shows an inverse, perfect correlation between the number of people in the workforce and the amount of stupid shit being done. Moreover, many of the people who will be retiring in the next 10 years are in senior management positions, which contribute disproportionately to the gross amount of stupid shit being done at one time. (See Figure 2)

$$SSD = \left(P + \frac{E}{pwaw} + \sum m(ppt)(c) \right)^2$$

SSD = Stupid Shit Done
 P = People
 E = Executives
 pwaw = People Who Actually Work
 m = Meetings
 ppt = Power Point Presentations
 c = Consultants

Figure 2

Steps Towards Sustainable Stupid Shit

Public interest advocates and corporate social responsibility consultants are nonetheless calling on policy makers and executives to take steps now to ensure adequate doable stupid shit for future generations. There is currently a measure before Congress known as Stupid Shit Cap and Trade, which would set a cap on the total amount of stupid shit we could do each year as a nation, and allow companies to trade "stupid shit credits," provided the aggregate amount of stupid shit does not exceed the cap.

In the meantime, there are some practical, low cost steps you can take to lessen your company's own stupid shit footprint. For example, you could do less stupid shit. (See Figure 3).

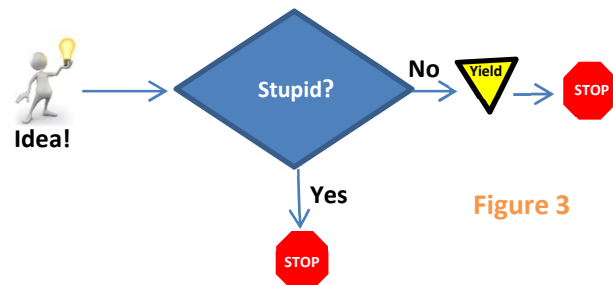


Figure 3