



## ACME ON LEADERSHIP

### ARE YOU ROADRUNNER OR WYLIE COYOTE?

According to the ACME School of Leadership there are three types of people in the business world: Road Runners, Coyotes and Everyone Else.

'Everyone Else' are the 'do what you've always done and you'll get what you've always got' people. They act in line with their peers. They play safe. They play marginally. Their vision is no deeper than benchmarking and regression to the mean. And typically they exert no significant effect on the performance of their organisation.

The Coyotes and Roadrunners are principally defined by being 'not everyone else'. They are the statistical outliers - the ones that really stand for something with total personal conviction?

They are difficult to find because most organisations try to extinguish rather than foster them. And crucially they are next to impossible to tell apart from each other except after the event.

Both Wylie and Roadrunner are utterly committed to a 'vision not ordinary'. Both are highly industrious, rule breaking, game changing and constant in the pursuit of their objective.

Are these not exactly the qualities we should be seeking in ourselves and in those we appoint to positions of leadership? Is this not especially the case when we need real breakthroughs not incremental adjustments?

The problem of course is that one of them consistently speeds over the horizon whilst looking serenely in control. The other routinely leaves coyote shaped holes in the ground or is left holding a stick of dynamite.

How many times have we watched Wylie unpack the ACME crate, strap rockets to his feet and take a huge personal risk just for the taste of a Roadrunner? The cartoon endures because every time you think... maybe, just maybe.

You just cannot tell these two individuals apart until after events have played out.

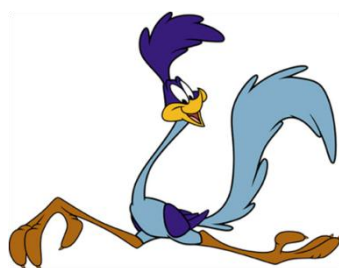
But terrifying though this prospect is, there is at least a chance that you may be backing Roadrunner and not Wylie. Whereas, with Averageus Vulgaris you have certainty: they will deliver more or less exactly what has gone before.

So we should be suspicious of anything that gravitates toward the mean; and adopt hiring practices that find and support those individuals at the end of the spectrum.

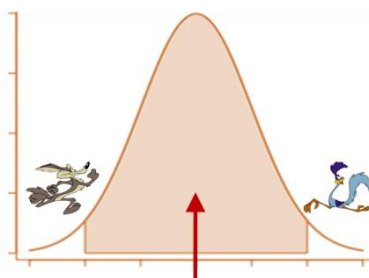
And think... maybe, just maybe.

Of course the other problem is that one feels a real affinity for Wylie and that is what makes him the star of the show. But that's another problem altogether.

*Wylie Coyote and Road Runner are characters from Looney Tunes which is owned by Warner Brothers.*



*Ultra-sonicus ad Infinitum*



*Averageus Vulgaris*



*Nemesis Ridiculi*

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