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## Changing Mindsets – from Urgency to High-Value

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I recently read an *Inc.* article by David Finkel, “Stop Rewarding Urgency and Build a Culture That Prioritizes Value *Instead*” about how organizations can get trapped in “urgency culture” – where speed becomes the metric of success, rather than the quality or impact of what is being done. Given what is at stake in our typical workday, urgency is sometimes a necessity. That said, if the quick response lacks strategic thinking, precision, or insight, aren’t we doing ourselves a disservice?

Read the full article in *TMA Chicago/Midwest Quarterly News*.

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