



Sex Sells

August 2008
Volume 7 Issue 8



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Do you have topic ideas? Comments or questions?

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We all know that sex sells, despite our intellect telling us it shouldn't matter. A picture of a pretty woman draws men 16 times faster than anything else; women also respond to the 'pretty' image more than almost any other stimulus. This attention to beauty is not about values, it is about a primordial response inherently within all animals. Peacocks have evolved to be elegant creatures so that pea-hens will respond with the ultimate goal of ensuring the procreation and endurance of the species. It is not just superficial. Primordially, men respond to the charm to make more babies; women respond to check out the competition. What has feminine beauty got to do with a lawn mower or a refrigerator or a new set of windows?

Sometimes people tell me I am a smart man because I have written 12 books, espouse Chaos Theory, etc., etc. and they might actually have me believe it – occasionally. Except that I am often stupid about things that I am unable to see, even though the items might be sitting right under my nose. For example, I have, for ten years, been promoting our company CCCC to provide coaching services to businesses and to managers of those businesses. Everyone nods in agreement how valuable our services are and how helpful we have been to our clients – and what a sage lot we sometimes are. But, now, when we look at our track record, it appears that our greatest success comes from papers, lectures and seminars we deliver rather than our actual work to help companies improve. 700 successful solutions by CCCC, many of them dramatic improvements, mean we must be doing something right. But most leaders do not want to be told how to fix their situations – and most certainly do not want to pay someone else to help them do it – no matter how deep a mess they may be in.

What these leaders really want is hope. And that is not superficial. Hope moves people forward and that is exactly what CEOs get from seminars. It cost them only \$200 to get that hope – to take away the new knowledge and try to solve the problems themselves. It seems superficial, but it is not. At CCCC, we suddenly realized that we are not really viewed as problem solvers to most executives, but as a company that offers them hope. We are in the motivational business or perhaps, if you are facetious, in the entertainment business. Everyone leaves the seminars with a good feeling and is ready to move forward to re-address the complex task before them of running their affairs – i.e. with their batteries recharged to get on with their lives. Only a very small percentage will reach out and ask for help (and even fewer, will pay others to help).

Where does this leave you as a business owner or manager?

Perhaps you need to re-examine your business or your business line. You might ask: "What am I really selling? Is there a dream aspect to it, or hope or frivolity or good feelings (or entertainment) for my clients? If not, how do I inject it into the mix?" No doubt there is some aspect that can be turned that way. So our suggestion is that you look at your business from this emotional angle – the primordial view, the one that satisfies peoples' most basic needs.

Good luck

W. Caswell