

Why I wrote this book

I love people.

I've spent years talking about what organizations could become.

Then I picked up a grass trimmer.

I learned how much skill goes into work I'd underestimated.
And what it feels like to be underestimated because you do that work.

Same person. Different work clothes.

Quite an education.
Including a few lessons about my own importance.

OhGodOhGod.

We want cared-for gardens.
A warm welcome in the pub.
Someone there when we're in a hospital bed.

People make that happen.

Our choices must make it possible to build a decent life doing that work.

That reaches into prices. Pay. Staffing.
Tools. Decisions.
Straight into how we run the business.

I wrote this book because "People First" asks something of us. Especially when the obstacle is something we created ourselves.

I'm included.

What could we change today so that people can do a damn good job — and have a good Tuesday?

Let's get into it. /kay