

# Be Curious, Not Judgemental



At a recent event, the host showed a clip from the Apple TV series, Ted Lasso. It's a brilliant, thoughtful and wonderfully written comedy-drama and the clip he showed, from Episode 8 had a quite profound impact on me.

If you haven't seen Ted Lasso, go to YouTube and search for "Ted Lasso Darts" to see the clip.

*[Context: Ted is in a pub, about to play darts for a huge bet, with the ex husband of the owner of the football club that he manages. Everyone assumes Ted will be rubbish at darts...]*

"Guys have underestimated me my entire life, and for years I never understood why. It really used to bother me.

And then one day I was driving my little boy to school and I saw this quote by Walt Whitman, it was painted on the wall.

It said, "Be Curious, Not Judgemental"- and I liked that.

So I get back in my car and I get to work and all of a sudden it hits me, all them fellas that used to belittle me, not a single one of them were curious. They thought they had everything all figured out so they judged everything, and they judged everyone.

And I realised that they were underestimating me – who I was had nothing to do with it.

Cos if they were curious they'd have asked questions.

Questions like, "Have you played a lot of darts Ted?"

Which I would've answered, "Yes sir every Sunday afternoon at a sports bar with my father, from age 10 until I was 16, when he passed away..."

*[At which point Ted closes out with two treble 20's and a bullseye to win the bet. Stirring stuff]*

The impact of the clip is greatly enhanced once you have the full background to it (a man who's continuously been underestimated and abused by almost everyone around him) but I swear those four words, "Be curious not judgmental" are the motto and the mantra of every successful entrepreneur.

But isn't it true that **we judge ourselves by our intentions but judge others by their behaviour.** (That's another line Ted could use!!)

The reality is it's really hard to be curious, not judgemental.

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TOP TIP   
**TUESDAY!**

Especially if you've got to a certain stage in life!

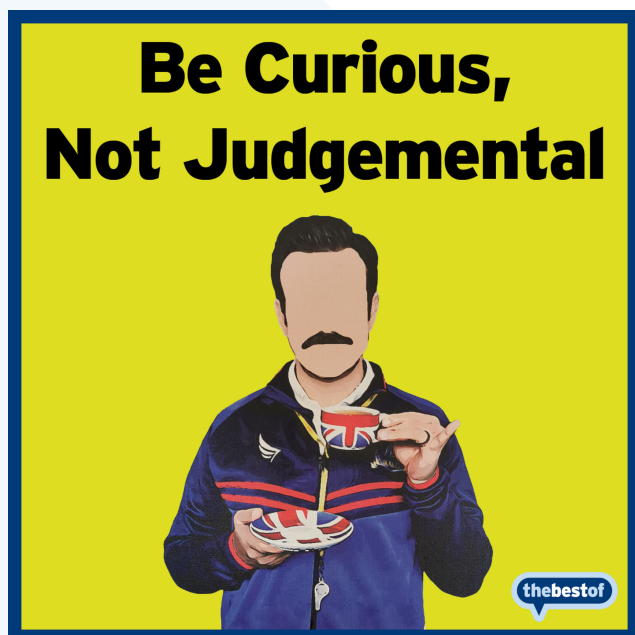
But my God, it's important in dynamic times like these.

At a more functionary level, how do the more successful players in your market get their rhythmic stream of customers? Be curious. Not judgmental.

Could there be a way to make Facebook Ads or Google Ads or Google My Business work for me? Be curious. Not judgemental.

Blimey, that's a different idea. I wonder if it might work in my business? Be curious, not judgemental.

For this month at least, be curious, not judgemental. You might find you like it – and it comes in bloody handy...



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