

# Hard Optimism

Price Pritchett, Ph.D.

Developing *Deep Strengths* for Managing Uncertainty, Opportunity, Adversity, and Change

My Colleagues at **RED**,

Hard Optimism is another one of those short, easy to read books with a simple but important and powerful message:

*“Attitude profoundly affects performance!”*

An important cultural characteristic of **RED** is the *“we can do it”* attitude tempered by a realistic view of both risk and the competitive climate. To employ Pritchett’s term, I believe that we are *“hard optimists”*. Nonetheless, we need to refine, develop and strengthen that *“hard optimism”* and we need to make it forever a deeply engrained part of **RED**’s culture. In addition to benefiting **RED**, an optimistic attitude and approach to life will benefit each of us as individuals in all that we do. It is undeniably true that:

*“Things turn out best for people who make the best of the way things turn out.”*

We each have encountered and we will each again encounter uncertain times in both our personal and our business lives. Pritchett outlines straightforward ways to manage our attitudes to the positive, i.e., how to deliberately develop hope in the face of obstacles or adversity. The lessons are valuable. Please take the 45 minutes or so necessary to read Hard Optimism and to think about it.

As you do so remember **RED**’s 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> Covenants:

**3<sup>rd</sup> Rule:** Where others see problems, find opportunities.

**4<sup>th</sup> Rule:** Where others see risk, find margin and flow. Mitigate risk through selectivity and underwriting.

**5<sup>th</sup> Rule:** Where others see complexity, push through to simplicity.

As you read Hard Optimism I encourage you to highlight the ideas and thoughts which are most meaningful to you. When faced with a situation which is eroding your hope and optimism, pick the book up and read over some of what you’ve highlighted. Optimism and hopefulness, like laughter, are energizing and fuel creativity. You can make those attributes work both for you personally and for **RED**.

All the best,

*Bill Roberts*  
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