

# LUCK

Acronym for Labour Under the Correct Knowledge

Several years ago, I heard about a noble initiative to give homeless people in Johannesburg a decent pair of shoes. Something we all take for granted.

The organisers spent weeks campaigning and collecting shoes from anyone willing to give. When they reached their targeted amount, the shoes were cleaned and sorted into size categories for easy distribution.

On the day the shoes were going to be distributed, everyone was very excited. They all agreed to meet in the city centre to distribute the shoes to those in need. On arrival, they set up their stand and initially, everything was going according to plan.

After a while, however, the crowd of people grew as word spread about free shoes. The organisers tried to keep people in a line so they could each get a pair of shoes that fitted, but many started jumping the queue, concerned they would be left out.

Soon afterwards, chaos erupted, and it was every man for themselves, with people pushing and pulling each other for any pair of shoes. Eventually things calmed down, there were no more shoes, and the madness ended.

One of the volunteers at the scene said the saddest thing for him was seeing some people walking away with only one shoe in their hands, and others with nothing at all.

In conclusion:  
Understanding your clients' pain points is one thing. Knowing how best to service them is another.

Ask yourself this question. If I was the client, how would I want to be treated? And work backwards from there.

You'll find yourself having much more L.U.C.K.

**Garth Jemmett**  
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