

Brooms New and Old

The expression “a new broom sweeps clean” has been a part of our language since the days of Shakespeare.

When used in a business context it usually indicates a takeover, or a new person coming in to fill a position in a company. And sometimes that is exactly what a company needs to avoid sinking into oblivion and bankruptcy.

However sometimes ‘old brooms’ can be as effective or more effective at achieving the clean sweep if it means welcoming fresh ideas and energizing existing personnel. Sometimes they have a better sense of where the hidden dusty corners are.

The sweeping away of unnecessary and dysfunctional practices is a healthy and desired process for any business and is a sign of powerful leadership. Powerful leadership can be demonstrated by an individual or a collective. But in either case the ability to ask questions, listen openly with enthusiasm, inspire others to action, and encourage input of new ways of thinking from all levels of personnel is essential to leadership.

Knowing when and what form the clean sweep will take is a necessary skill for any business owner. Changing the mindset of a group of people is neither desirable nor possible. However, creating an environment where all people involved feel a sense of responsibility and ownership is both desirable and possible.

Any company with this vision will be a leader among companies whether the broom is new or old.