

## Brand You: GTHOOTO

How about this? GTHOOTO. Probably doesn't mean much to you. Doesn't mean much to me. I just made it up. I've talked in the past with great passion about MBWA, Managing By Wandering Around. And I think it's a terrific idea. I think being in touch is a fantastic idea. But even something as simple as MBWA strikes me sometimes as far too complicated.

GTHOOTO means Get The Hell Out Of The Office. It's as simple as that. Do it within the hour. Do it in the next 10 minutes. Get out there, get out on the frontline, go talk to somebody, do something, wander around, go to the place where the coffee is. Get The Hell Out Of The Office. You're *not* paid to be stuck in an office, regardless of who you happen to be. And so, please, please, please in the next five to ten minutes—and if you're looking at this on a computer screen, within the next 30 to 40 seconds—Get The Hell Out Of The Office (N, Now!).