

## Book Review Courtesy of Halton Hills Library

### Click: The Forces Behind How We Fully Engage with People, Work and Everything We Do

By Ori Brafman and Rom Brafman  
ISBN: 978-0385529068



Imagine you are the second violinist in a world-famous string quartet. Tonight you're performing in a sold-out concert hall. The murmur of the audience turns to silence as the house lights dim and the stage lights put you and the other three musicians in the spotlight.

The first violinist must be a strong performer, but you, as the second violinist, must support and harmonize with the first. At the same time, you must blend with the violist and the cellist. Each of you must be a strongly characterized individual and yet, you must play upon each other and upon the work in perfect harmony.

What makes a string quartet a big success? If you think it's purely musical ability, then you'd be wrong. It turns out that researchers discovered that your success in a quartet has more to do with group dynamics.

You obviously need musical ability, but to make it big, you really have to click as a group.

The authors of *Click* put it this way: You're either flourishing or just scraping by.

When it comes to business or assigning project teams this is a crucial point. You might be tempted to keep relationships purely professional and separate business from pleasure. How would that work for your string quartet?

You'll spend 5 or 6 hours a day together, 6 days a week, with the same three other musicians. You'll rehearse in a small room

making tiny adjustments to your performances while you navigate each person's quirks. There is no conductor so you have to resolve every issue that comes up among you and decide together how to interpret a particular piece of music. You succeed beyond other "professional" quartets because you click as a group.

Here's the interesting part: quartets that run more like traditional businesses spent less time arguing, but each member remained more resentful that his or her vision for interpreting a given piece of music wasn't accepted by the group. During performances each musician would tend to revert to their interpretation, so the sound wasn't as cohesive or polished to the audience. They didn't sell as many tickets or albums because they didn't really click.

Ori and Rom Brafman's *Click* is packed with stories and research that uncover why we find ourselves "in the zone" and clicking with others. You don't have to leave this to chance. Group dynamics is just one of the five accelerators *Click* will show you to help you create more moments where everything seems to fall into place.

You probably don't play violin in a string quartet, but you will certainly find some useful ideas to help with your next business meeting in this book.

## Halton Hills Chamber of Commerce Outstanding Employee Award Recipient

By Tracey Wellon, TY Virtual Assistant

**Doug Penrice**  
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Who is your go-to guy when you need help with local projects?

Since 2008 Doug Penrice has been the town's Economic Development Officer. He whole-heartedly believes in his community and actively promotes the Shop Local initiative as well as tourism and attracting new businesses to the Town of Halton Hills. If you have heard of Doug Penrice you know that he takes pride in a job well done and helping others. Give him a task and he goes above and beyond to see that it is completed. If he doesn't know the answer, he will find out.

The family business, Beaumont Knitting Company Ltd. in Glen Williams has been the longest standing member of the Halton Hills Chamber of Commerce. This was Doug's first career of five. He was first full time General Manager of the Georgetown Chamber of Commerce where he stayed for the next 5 years. His participation in the Chamber spans over 30 years as a past Director and past President and he continues to be a vital supporter and active member.

Even though Doug is no longer a real estate broker, he continues to keep his licence current

to better understand and assist the people in our community.

Doug is also very active in our community and believes that by volunteering he is helping to make it a better place to live and work. He give of his time and talents to many organizations including the Georgetown Jaycees (Past President), Georgetown Lions Club, Halton Hills Cultural Roundtable, Light up the Hills, Homecoming to name just a few.

Doug is a lifelong resident of Georgetown, married to Dianne. They have two children, two grandchildren and three step grandchildren. Three generations of the family reside in Georgetown.

One of his most recent acknowledged accomplishments is the completion of a two year course at the University of Waterloo for the Economic Development Certificate that he completed in 2010. You are never too old to learn and definitely never too old to teach pride of self and accomplishments and pride in your community.

Congratulations, Doug Penrice, on receiving the Halton Hills Chamber of Commerce Outstanding Employee Award!



Doug Penrice



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