

THE “DEAD HORSE” MANAGEMENT STRATEGY

The tribal wisdom of the Dakota Indians, passed on from one generation to the next, says that if you discover you are riding a dead horse, the best strategy is to dismount.

However, in modern business, because of the heavy investment factors to be taken into consideration, often other strategies have to be tried with dead horses, including the following:

- Buy a stronger whip.
- Change riders.
- Threaten the horse with termination.
- Appoint a committee to study the horse.
- Arrange to visit other sites to see how they ride dead horses.
- Lower the standards so that dead horses can be included.
- Appoint an intervention team to re-animate the dead horse.
- Increase the rider's load share.
- Reclassify the dead horse as living-impaired.
- Post a form that reads: “This horse is not dead.”
- Hire outside contractors to ride the dead horse.
- Harness several dead horses together for increased speed.
- Donate the dead horse to a recognized charity, thereby deducting its full original cost.
- Provide additional funding to increase the horse's performance.
- Do a time management study to see if lighter riders would improve productivity.
- Purchase an after-market product to make dead horses run faster.
- Declare that because of lower overhead, the dead horse is actually performing better than ever.
- Form a quality focus group to find profitable uses for dead horses.
- Rewrite the expected performance requirements for horses.
- Promote the dead horse to a supervisory position.