

ROOT ISSUES

The Symptoms Often Blind Us to the Root Cause of the Problem

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“We often preoccupy ourselves with the symptoms, whereas if we went to the root cause of the problems, we would be able to overcome the problems once and for all.” Wangari Maathai. At Coan, Payton & Payne, LLC (“CP2”) we strive to help our business clients get past surface issues and take a look at the root problems, which may arise or have already arisen.

When I was a child, I used to help my grandfather in the garden. He was, by occupation, a farmer in central Iowa. Each summer he would task me with keeping the weeds out of the family garden. In my haste, I would often hoe the top off of a weed, only to see the weed appear even more gloriously a week later. The lesson that really struck me was you have to go down and get the whole root out of the ground and out of the garden. It is our human nature to look to the surface or a symptom, rather than what the core or root issue is in the situation. The consequence to this superficial approach to problems is that the weeds continue to tangle the growth of the business and our lives.

Sturdy Roots

“You can’t build a great building on a weak foundation. You must have a solid foundation if you’re going to have a strong superstructure.” Gordon B. Hinckley.

In creating a business, the focus for many is to just look at the question: how do I create an entity with Secretary of State Office? This is, however, shortsighted. In the thrill of creating a new business, owners often lose focus of essential things like creating an operating agreement, bylaws or other corporate governance documents. Moreover, as the

business grows, many other features come into play, such as tax implications, funding needs, real estate leasing and acquisition, employment concerns, and related issues.

The foresight to plant the right seeds of creating a new business and properly maintaining that business or a bountiful harvest is essential for success and adapting to the marketplace. This is the foundation of all success that follows in the life of a business.

Solving Problems

At CP2, many of our clients come to us focusing on how to fix a perceived problem. This usually manifests as a threat of a lawsuit or an actual lawsuit filed against them. With discernment, our attorneys look deeper to ascertain if the problem is simply a symptom of a root cause that remains undiagnosed. Many times, the problem is simply a symptom of a fundamental root cause. For most of us, it is easy to blame the anonymous “they” for our problems, but with introspection and guidance, we can see the root of the problem, which often is our own responsibility. Once we can diagnose the root cause, explore tactics, strategies, and remedies, we can, together, attain powerful solutions.

Henry Ford once said: “Don’t find fault, find a remedy.” As we strive to pursue our ambitions, be introspective and honest with yourself. Seek out the root cause of the problems you may be perceiving or experiencing. Do so unabashedly, for to uncover the root cause will help you powerfully execute your plans to succeed in the future.

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