

Weed Eater

Manna Nosh transcript.

24 April 2009

Voices: Bob Manna, Matt Manna, Audience

Matt Manna: It's time for Manna Nosh.

From Dallas Texas this is Matt Manna welcoming you to this edition of Manna Nosh.

Now that's familiar. A sure fire sign of spring time in Dallas; a ubiquitous signature sound of the season.

But it hasn't always been this way. And the story of how the line trimmer came into being, and how it replaced an entire industry, is the subject of today's Manna Nosh entitled Weed Eater.

Bob Manna: For years we all went around clipping weeds with one of these. Here's your chance to get some exercise. Put either hand out, I don't care right or left. Make a really tight fist and release it. And a tight fist.

And release it. Now do it 10 times fast.

It hurts!

And so the customer went to the manufacturer and said, "Can't you do something about this?"

So the manufacturer said, "Yes we can make a better clipper." And they motorized it and put a battery in it.

And the customer said, "Gee that's great, that's better. But now it hurts my shoulder. Can't you do something about this?"

And the manufacturer said, "Yes we can make a better clipper." And they put wheels on it.

And the customer said, "That is superb, but you know what, we still need it to be better."

And a real estate salesman in a car wash in Houston Texas, exactly 35 years ago this year, went home and invented the what?

Audience: The Weed Eater/Wacker.

Bob Manna: Everybody had the same information. One guy was focusing on how to make a better metal clipper, and another guy said no the real problem is how to better cut weeds.

And not only did he create a new business, he wiped out an industry. You don't find those other things around any more.

That's the power of Unusual Mind.

Matt Manna: Ah the Weed Eater. What a great story.

We've been using it in our presentations for many years, just as Bob did a couple of years ago when this Manna Nosh was recorded. Why?

Well it's because the Weed Eater so clearly demonstrates what happens when you stop thinking about technical achievement and start thinking about solving problems.

Of course the stuff you make has to work technically. But technical achievement isn't enough. After all, blade trimmers worked just as well the day after Weed Eaters went on sale, as they did the day before.

The difference is that they no longer sold.

An entire industry was brought to its knees because somebody decided it was time to stop thinking about better trimmers and start thinking about better ways to cut grass.

It takes an Unusual Mind to think like that. Fortunately Unusual Minds can be developed, a subject we'll explore in the future on Manna Nosh.

But for now it's time to bring an end to this edition of Manna Nosh.

The show returns next time via the internet at www.mannanosh.com that's www.mannanosh.com were you can find show notes and transcripts of each and every Manna Nosh.

This show is also available as a free podcast via iTunes. You can find us in the iTunes store by searching for Manna Nosh.

You've heard from us and we'd love to hear from you our eMail address is comments@mannanosh.com

Manna Groups
www.mannanosh.com
comments@mannanosh.com
972.490.1520

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Manna Nosh is a production of Manna Groups, Inc. and is recorded and produced at the Manna Groups studio located in Dallas Texas.

This is Matt Manna saying thanks for your attention and we'll talk to you again next time right here on Manna Nosh.

