



## Valitas Insights: Our Last Insight Article of the Year!

In past weeks, we've talked about the [powerful mid-market](#), the [high valuations and add-on trends](#) of 2016, and what to expect from [M&A in 2017](#). But for our last post, we're sharing something different.

Here at Valitas, we're big fans of [Seth Godin](#). This recent post articulates a key tenet on which we have built our firm and how we serve our clients.

### *The myth of quick*

*In his day job, The Wizard of Oz sold hokum. Patent medicines guaranteed to cure what ailed you. And none of them worked.*

*Deep within each of us is the yearning for the pill, the neck crack, the organizational re-do that will fix everything.*

*Sometimes, it even happens. Sometimes, once in a very rare while, there actually is a stone in our shoe, easy to remove. And this rare occurrence serves to encourage our dreams that all of our problems have such a simple diagnosis and an even simpler remedy.*

*Alas, it's not true.*

*Culture takes years to create and years to change.*

*Illnesses rarely respond in days to a treatment.*

*Organizations that are drowning need to learn to swim.*

*Habits beat interventions every time.*

*Consider these boundaries...*

*Avoid the crash diet.*

*Fear the stock that's a sure thing to double overnight.*

*Be skeptical of a new technology that's surely revolutionary.*



*Walk away from a consultant who can transform your organization in one fell swoop.*

*Your project (and your health) is too valuable to depend on lottery tickets.*

***There are innovations and moments that lead to change. But that change happens over time, with new rules causing new outputs that compound. The instant win is largely a myth.***

*The essential elements of a miracle are that it is rare and unpredictable. Not quite the reliable path you were seeking.*

So, in 2017, don't be lured by the promise of the quick fix. It's likely just a variant of fool's gold. And if you're hiring an advisor, look to a team whose focus is on lasting value creation rather than a dash to the finish.

Happy holidays to all. We look forward to sharing many more insights in 2017.