Don’t ask, just do it

“I say to the managers, if they want to do something and we can reverse the decision if it doesn’t work out, don’t ask, just do it. Ask to do anything and someone will find a reason why not. Do it, and if it works tell everyone and if it doesn’t change it back and get on with something else to do.

“There are long term 'can't change' decisions and we talk about them, but otherwise just get on with things. It may seem like a big decision but it isn’t if we can reverse it.”

John Brown, Chief Executive of William Hill