

SETH MATTISON



The Plumb Club
EDUCATE. INNOVATE. CONNECT.

COMMON GROUND

DRIVING GROWTH ACROSS THE GENERATIONS



LOVE NOT AS THE EMOTION
OF **CONNECTION**

BUT...

LOVE AS THE ENERGY
OF **CREATION**

SETH MATTISON

LOVE

MANIFESTS AS...

PASSION

JOY

ARTISANSHIP

DEVOTION

EXCELLENCE

ESSENCE

AUTHENTICITY

REVERENCE

LEGACY

TIMELESSNESS

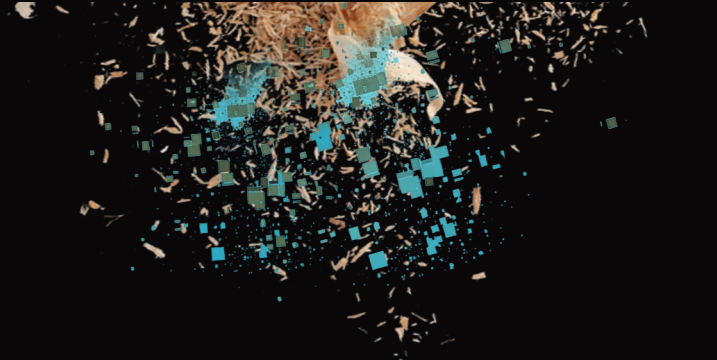


SOULFULNESS

SETH MATTISON

A woman with short, curly white hair and glasses is shown in profile, looking out a window at a city street. The background is a blurred city scene with cars and buildings. In the top left corner, there is a decorative graphic of a globe made of small squares. In the bottom right corner, there is a dark, textured graphic.

IN A WORLD OF MACHINES
VALUE CREATION BECOMES
LESS ABOUT **SCALE** AND MORE ABOUT **SOUL**

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TWO TYPES OF WINNERS

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EXTREMELY FAST

amazon



SHEIN

MARRIOTT
BONVOY®

THE *BLACK HOLE* OF
COMMODITIZED MEDIOCRITY


HERMÈS
PARIS

Rapha®



FOUR SEASONS
RESORT
MAUI AT WAILA

EXTREMELY HUMAN



THE STRATEGY THAT WINS THE FUTURE
IS TO PUT OUR LOVE TO WORK, BECAUSE
EVERYTHING THAT ISN'T MADE WITH LOVE, WILL
BE UNDERVALUED, UNDERAPPRECIATED, AND
ULTIMATELY COMMODITIZED

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PRODUCTS → PASSIONS
CUSTOMERS → ADVOCATES
TRANSACTIONS → RELATIONSHIPS
EMPLOYEES → INNOVATORS

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COMMON GROUND

THE RECOGNITION OF GENUINE CRAFTSMANSHIP AND CARE

THE DESIRE TO BE PART OF SOMETHING MEANINGFUL

THE APPRECIATION FOR AUTHENTICITY OVER ARTIFICE

THE EMOTIONAL RESONANCE OF STORIES WELL-TOLD

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THINK OF AN EXPERIENCE, BRAND, OR PRODUCT
THAT LEFT YOU FEELING UNEXPECTEDLY
MOVED, SEEN, OR VALUED.
WHAT DID IT DO TO **MAKE YOU FEEL** THAT WAY?

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MAKE THE *WORK* MATTER

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**MAKE
THE
WORK
MATTER**

**MEANING ISN'T WAITING
TO BE DISCOVERED IN GRAND MOMENTS—
IT'S CREATED IN HOW WE HONOR THE MUNDANE**

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MAKE THE WORK MATTER — MAKE THE PIECE MATTER

**THE DIFFERENCE BETWEEN A COMMODITY AND A
CHERISHED TREASURE IS THE NARRATIVE AND
LOVE WOVEN INTO IT**

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**MAKE
THE
WORK
MATTER**

**STORY ISN'T JUST WHAT WE TELL—
IT'S THE BRIDGE BETWEEN UNSEEN DEVOTION
AND FELT UNDERSTANDING**

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**The story
of cult
eyewear
brand**

**JACQUES
MARIE
MAGE**





LABORS OF LOVE

A COMMITMENT TO ELEVATING THE
OBJECTS OF EVERYDAY LIFE TO THE
STATUS OF MODERN-DAY HEIRLOOMS

SETH MATTISON

A high-angle, top-down photograph of a diverse group of about eight people gathered around a large wooden table in a modern office or co-working space. They are engaged in collaborative work, with some looking at laptops, others at documents, and one person holding a pen. The scene is brightly lit, and the atmosphere appears professional and creative. The text is overlaid on the center of the image.

STORIES STICK WHEN THEY'RE
SPECIFIC ENOUGH TO FEEL REAL
AND **UNIVERSAL** ENOUGH TO FEEL TRUE

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SPECIFIC + UNIVERSAL

(HOW DID YOU FEEL?)

(WHAT IS THE CORE THEME?)

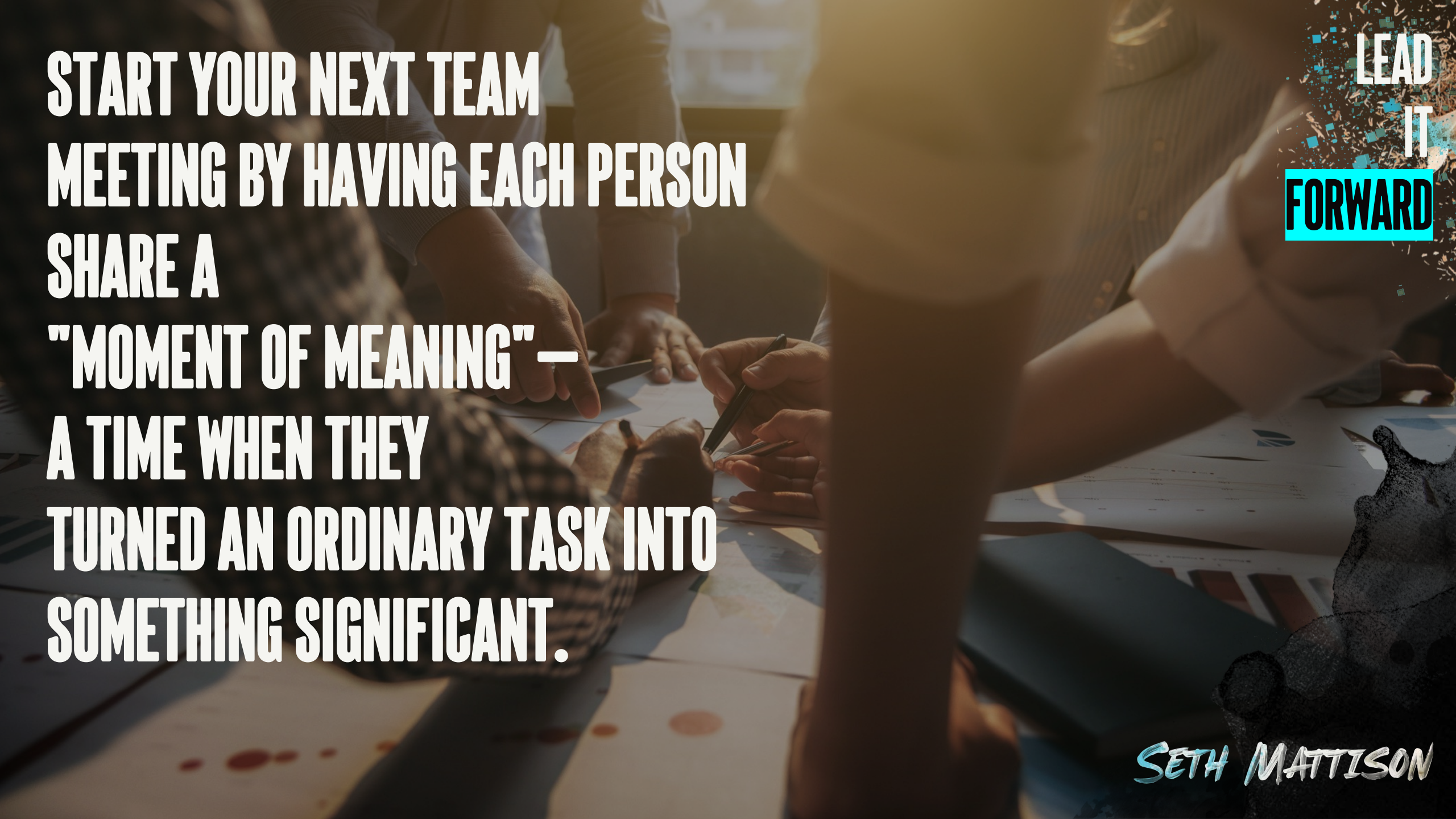
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PRACTICE SPECIFICITY: REVIEW ONE OF YOUR STORIES AND
CHALLENGE YOURSELF TO BRING MORE RICHNESS TO THE DETAILS

FIND THE UNIVERSAL: AFTER CRAFTING A STORY, ASK YOURSELF,
“WHAT’S THE CORE THEME HERE?”

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**START YOUR NEXT TEAM
MEETING BY HAVING EACH PERSON
SHARE A
"MOMENT OF MEANING"—
A TIME WHEN THEY
TURNED AN ORDINARY TASK INTO
SOMETHING SIGNIFICANT.**

**LEAD
IT
FORWARD**

SETH MATTISON

A high-angle, top-down view of a diverse group of about eight people sitting around a large, light-colored wooden table in a modern office or co-working space. They are all focused on their work, with some looking at laptops, others at papers, and one person holding a pen. The table is cluttered with various items: papers, pens, a coffee cup, and a laptop. The background shows a concrete floor and some office furniture. Overlaid on the image is the text 'REVEL IN THE WORK'. 'REVEL IN THE' is in a bold, white, sans-serif font, while 'WORK' is in a large, light blue, hand-drawn script font. On the left side of the image, there is a decorative graphic of a globe with a trail of small, colorful squares (blue, green, orange) trailing off to the left. In the bottom right corner, the name 'SETH MATTISON' is written in a light blue, hand-drawn script font, matching the style of the word 'WORK'.

REVEL IN THE WORK

SETH MATTISON



REVEL
IN
THE
WORK

CREATION ISN'T A SKILL TO MASTER—
IT'S A BIRTHRIGHT TO REMEMBER

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A man in a warehouse setting, wearing a high-visibility vest, is shown in profile with his hand on his forehead, appearing stressed or exhausted. The background is a blurred warehouse with shelves and boxes.

76% OF EMPLOYEES REPORT
EXPERIENCING BURNOUT AT LEAST SOMETIMES

82% OF EMPLOYEES REPORT FEELING
“PROFESSIONALLY DEPLETED”

89% OF HR LEADERS SAY CURRENT PERFORMANCE
EXPECTATIONS ARE UNSUSTAINABLE

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WE NEED MORE FROM PEOPLE NOT LESS,
BUT CAN NO LONGER **EXTRACT MORE**

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71% OF LEADERS REPORT EXPERIENCING
SIGNIFICANT STRESS

40% HAVE CONSIDERED ABANDONING
LEADERSHIP ROLES ENTIRELY

THE PRIMARY CATALYST FOR THIS ESCALATING STRESS IS
A PERVASIVE SENSE OF **TIME SCARCITY**

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THE FUTURE OF GROWTH IS
HUMAN EXPANSION

NOT

HUMAN EXTRACTION

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THE 20% FACTOR

LEAD
IT
FORWARD

WHEN DO YOU LOOSE TRACK OF TIME?

WHERE DO YOU DRAW ENERGY?

WHAT DO YOU NOTICE THAT FEW OTHERS DO?

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MASTER THE

WORK

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A craftsman with grey hair, wearing a light-colored shirt and dark overalls, stands in a workshop. He is holding a hammer in his right hand. Behind him is a large, multi-paned window that lets in bright light, creating a silhouette effect. The workshop is filled with various tools and equipment, including a workbench and a vise. The overall atmosphere is one of dedication and craftsmanship.

MASTER
THE
WORK

EXCELLENCE ISN'T DICTATED BY THE MARKET-
IT'S DEMANDED BY THE LEGACY
OF YOUR CRAFT

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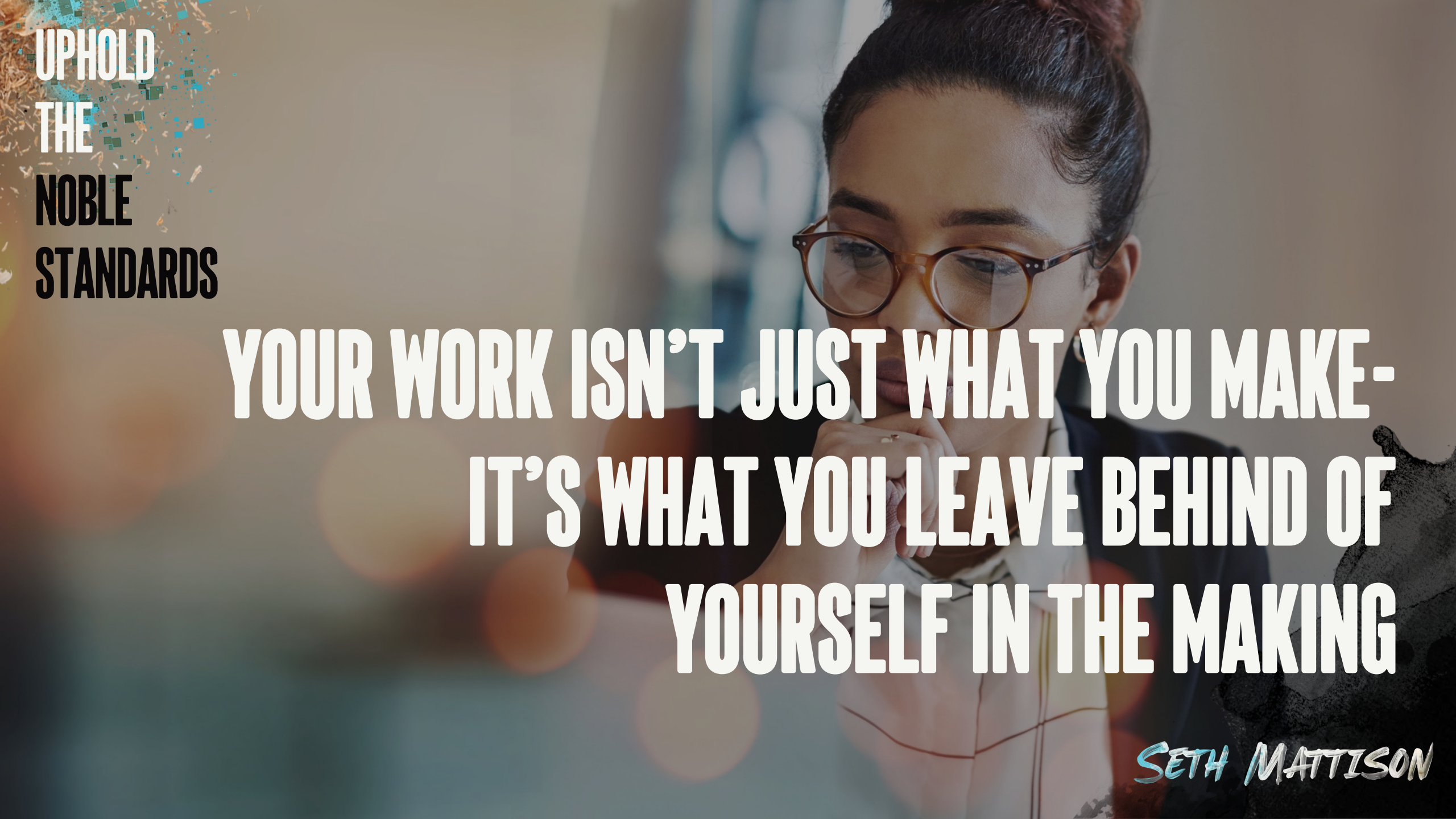
J-300 Original Pump

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INNOVATION BORN OUT OF *LOVE*

SETH MATTISON



**UPHOLD
THE
NOBLE
STANDARDS**

**YOUR WORK ISN'T JUST WHAT YOU MAKE-
IT'S WHAT YOU LEAVE BEHIND OF
YOURSELF IN THE MAKING**

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**LEAD
IT
FORWARD**

INSTITUTE "CRAFT CONVERSATIONS" WHERE TEAM MEMBERS SHARE ONE SMALL DETAIL OF THEIR WORK THEY'RE PARTICULARLY PROUD OF—NOT THE BIG WINS, BUT THE TINY MOMENTS OF EXCELLENCE THAT OFTEN GO UNNOTICED.

"LABORS OF LOVE PROJECT" - CELEBRATE THE ARTISTRY IN EVERYDAY WORK AND INSPIRES OTHERS TO ELEVATE THEIR STANDARDS

SETH MATTISON

A person with their back to the camera, walking away into a dark, misty forest. The person is wearing a dark jacket and has their hair in a ponytail. On the left side of the image, there is a cluster of digital particle effects, including small blue and green squares and some orange and yellow pixelated shapes. The overall mood is contemplative and mysterious.

WALK WITH THE *WORK*

SETH MATTISON

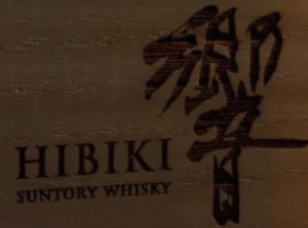
WALK
WITH
THE
WORK

THE WORK SHAPES YOU,
AS MUCH AS YOU SHAPE THE WORK

SETH MATTISON

SUNTORY
GLOBAL SPIRITS

THE MERCHANT'S HEART



**WHAT ARE YOU WILLING
TO PUT YOUR HEART ON THE LINE FOR?**

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COMMON GROUND

DRIVING GROWTH ACROSS THE GENERATIONS



SETH MATTISON

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