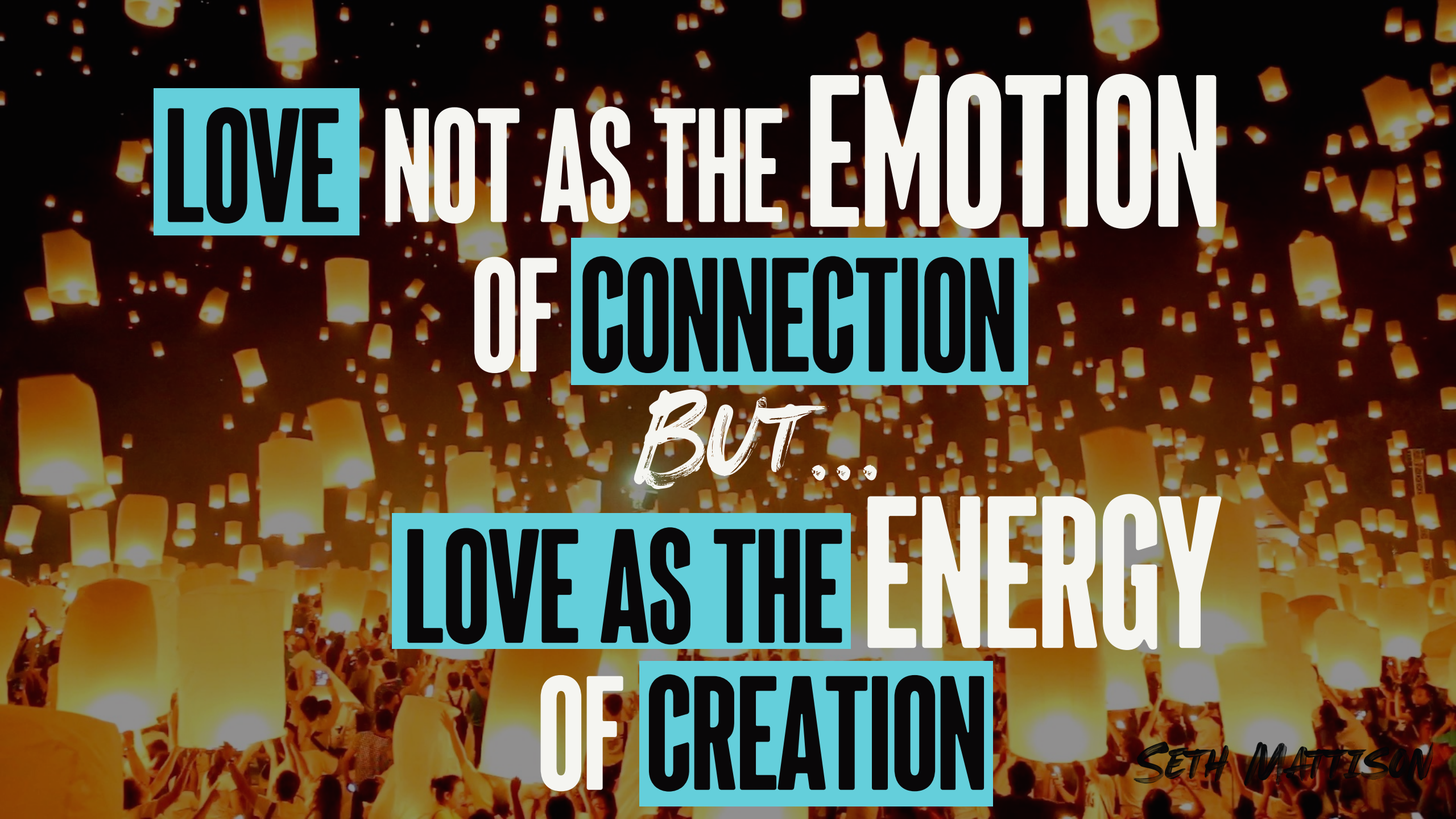
Seth Mattison | The Plumb Club
EDUCATE. INNOVATE. CONNECT.

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

LEGACY

TIMELESSNESS

SOULFULNESS

DEVOTION

EXCELLENCE

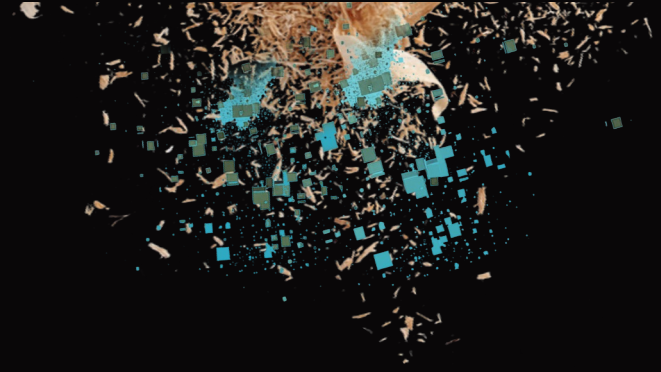
AUTHENTICITY

ESSENCE

REVERENCE

Seth Mattison

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



TWO TYPES OF WINNERS

Seth Mattison

EXTREMELY FAST

amazon

SHEIN

MARRIOTT BONVOY

THE *BLACK HOLE* OF COMMODITIZED MEDIOCRITY

HERMÈS PARIS

Rapha

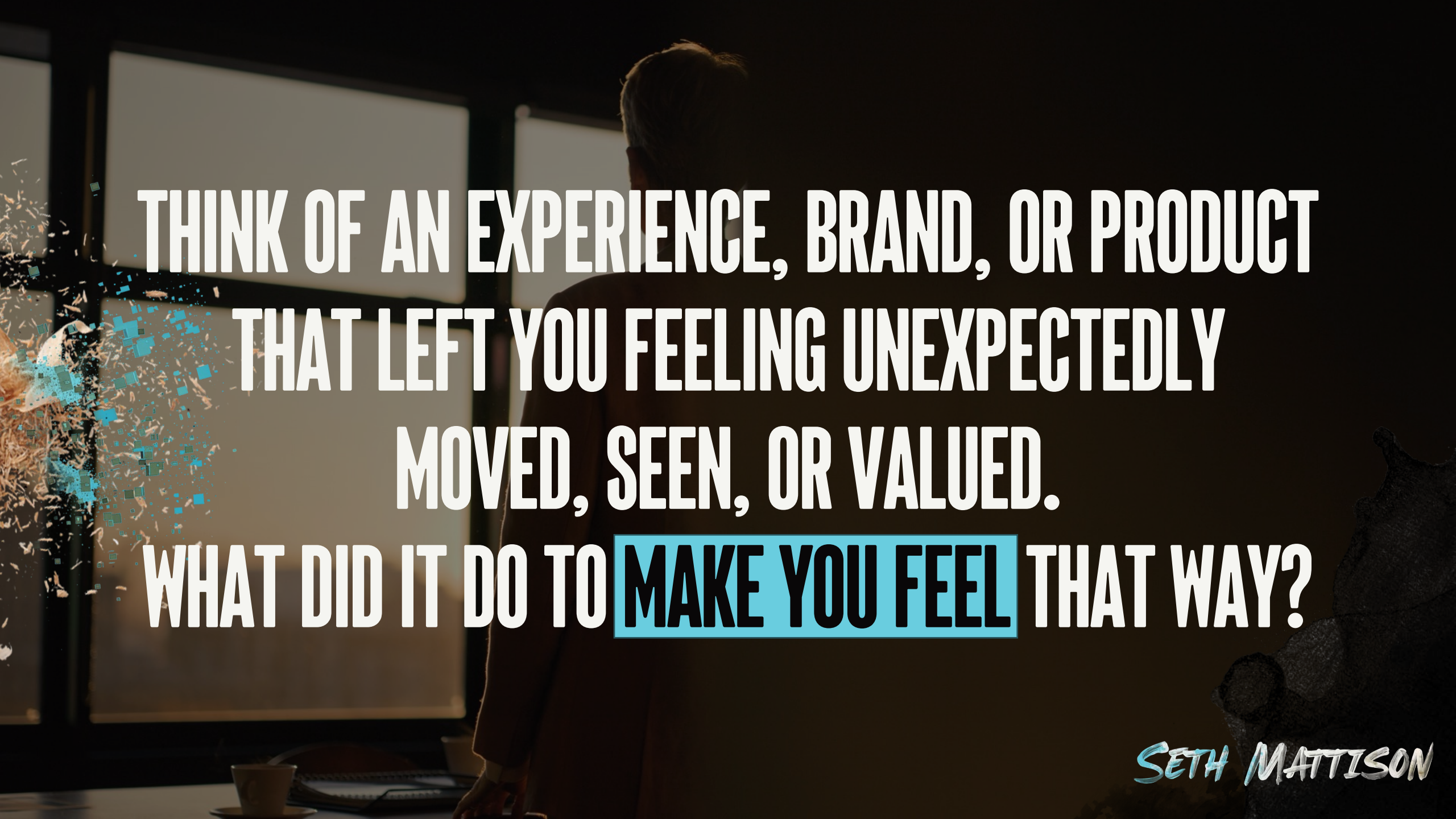
FOUR SEASONS RESORT MAUI AT WAILEA

EXTREMELY HUMAN

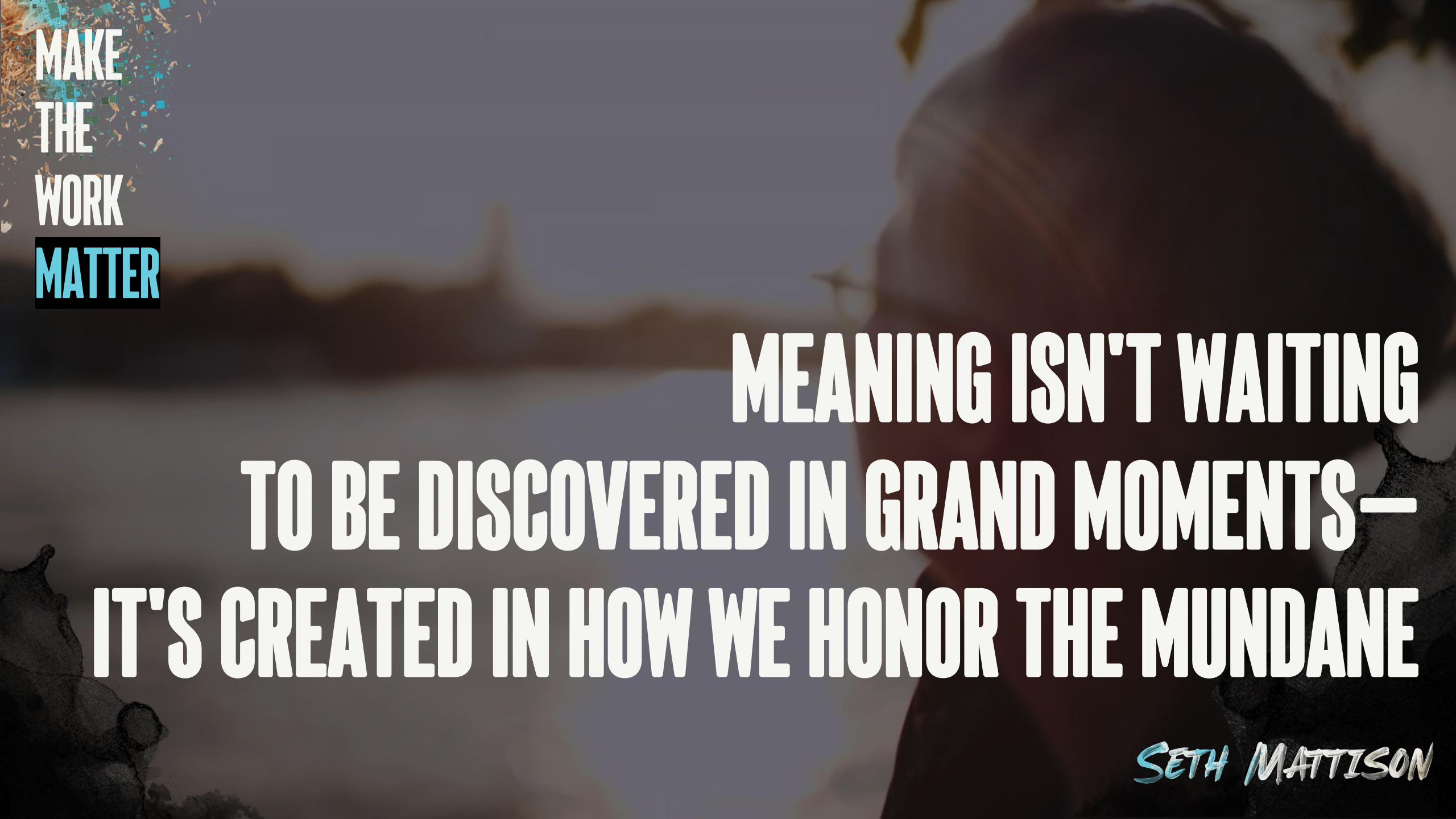
THE STRATEGY THAT WINS THE FUTURE
IS TO PUT OUR LOVE TO WORK, BECAUSE
EVERYTHING THAT ISN'T MADE WITH LOVE, WILL
BE UNDERVALUED, UNDERAPPRECIATED, AND
ULTIMATELY COMMODITIZED
SETH MATTISON

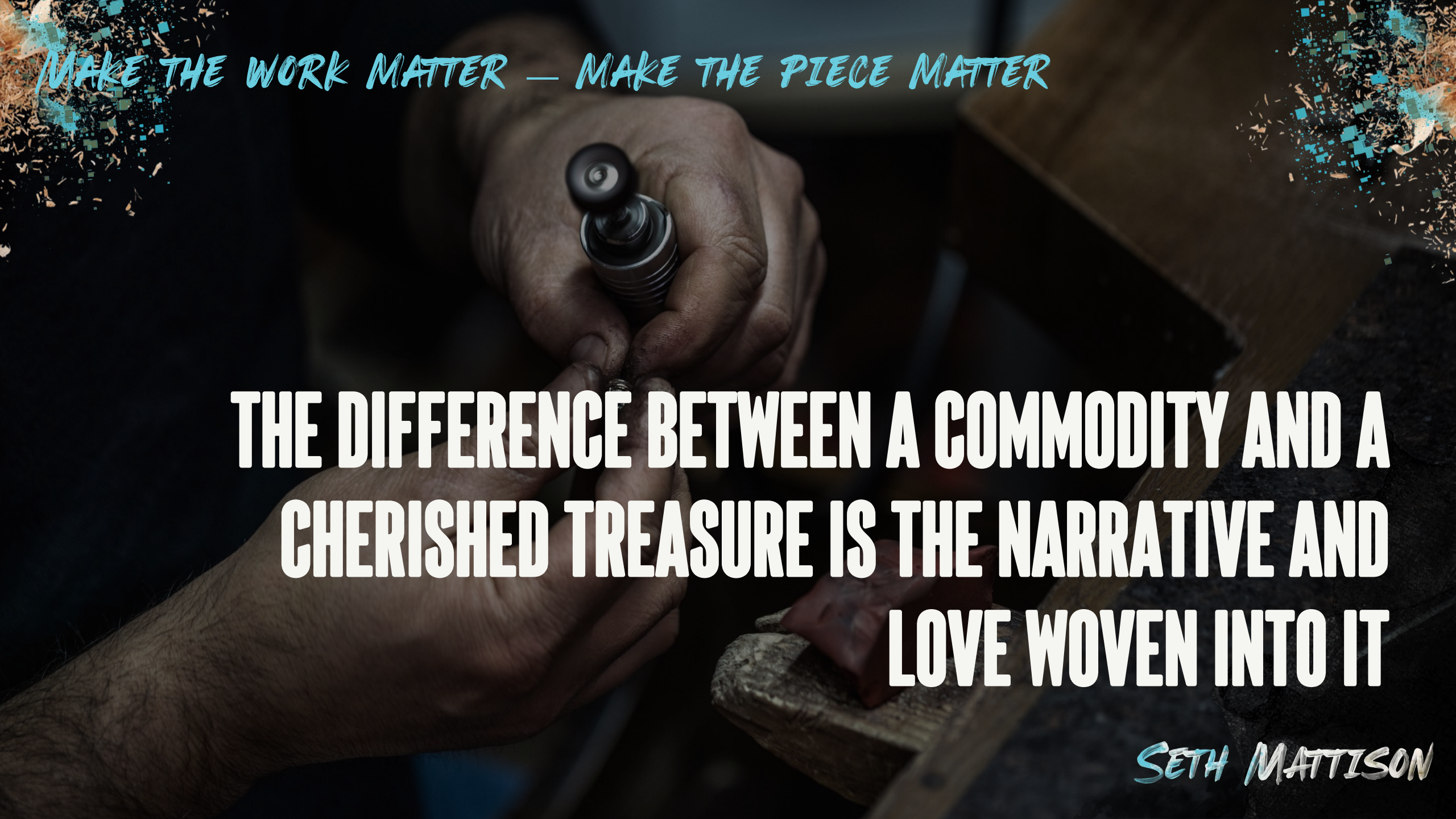
PRODUCTS → PASSIONS
CUSTOMERS → ADVOCATES
TRANSACTIONS → RELATIONSHIPS
EMPLOYEES → INNOVATORS
SETH MATTISON

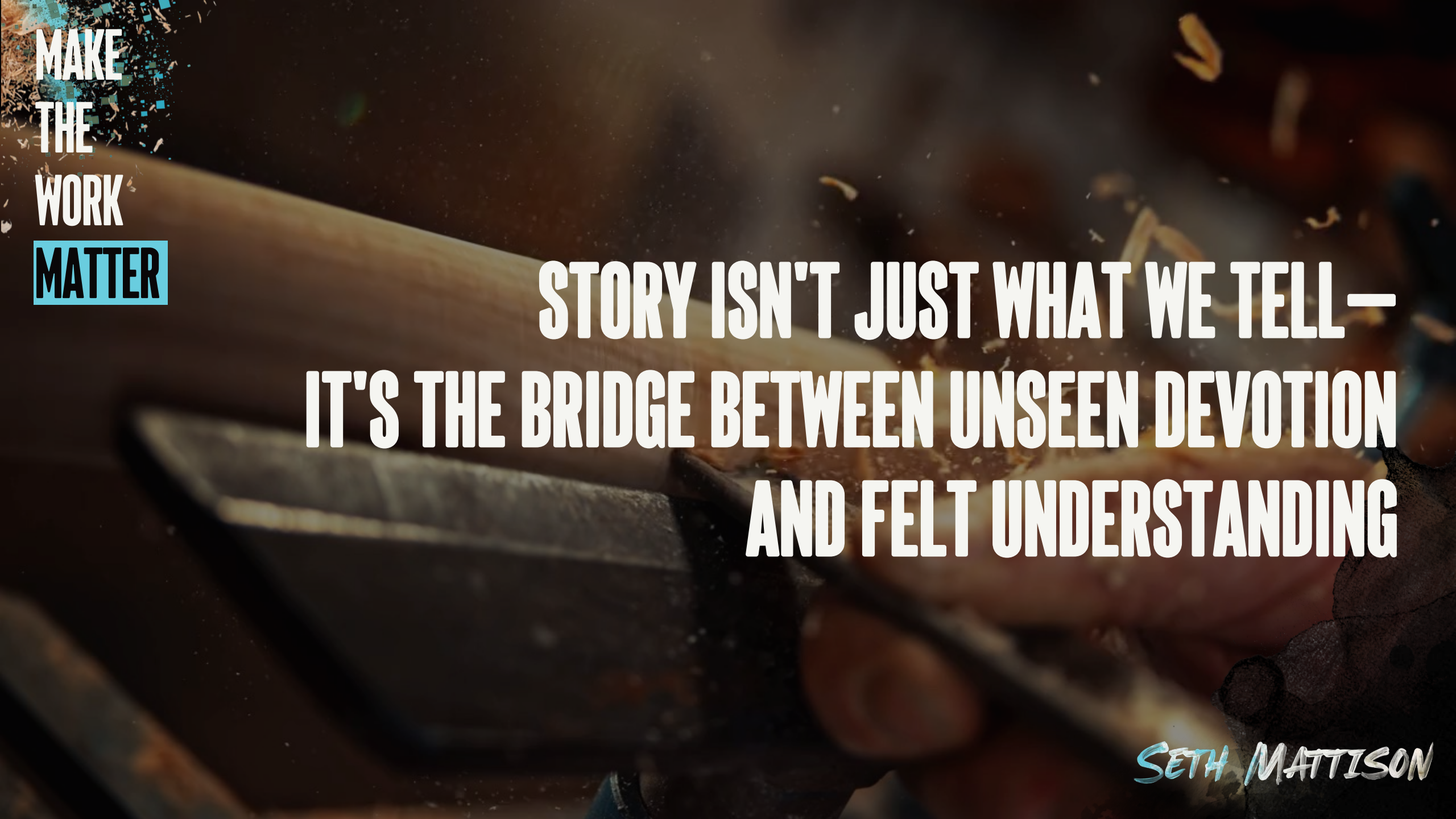
COMMON GROUND
THE RECOGNITION OF GENUINE CRAFTSMANSHIP AND CARE
THE DESIRE TO BE PART OF SOMETHING MEANINGFUL
THE APPRECIATION FOR AUTHENTICITY OVER ARTIFICE
THE EMOTIONAL RESONANCE OF STORIES WELL-TOLD
SETH MATTISON


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?
SETH MATTISON

MAKE THE WORK MATTER
SETH MATTISON


MAKE
THE
WORK
MATTER
MEANING ISN'T WAITING
TO BE DISCOVERED IN GRAND MOMENTS—
IT'S CREATED IN HOW WE HONOR THE MUNDANE
Seth Mattison


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
Seth Mattison


MAKE
THE
WORK
MATTER
STORY ISN'T JUST WHAT WE TELL—
IT'S THE BRIDGE BETWEEN UNSEEN DEVOTION
AND FELT UNDERSTANDING
Seth Mattison

The story of cult eyewear brand

JACQUES MARIE MAGE

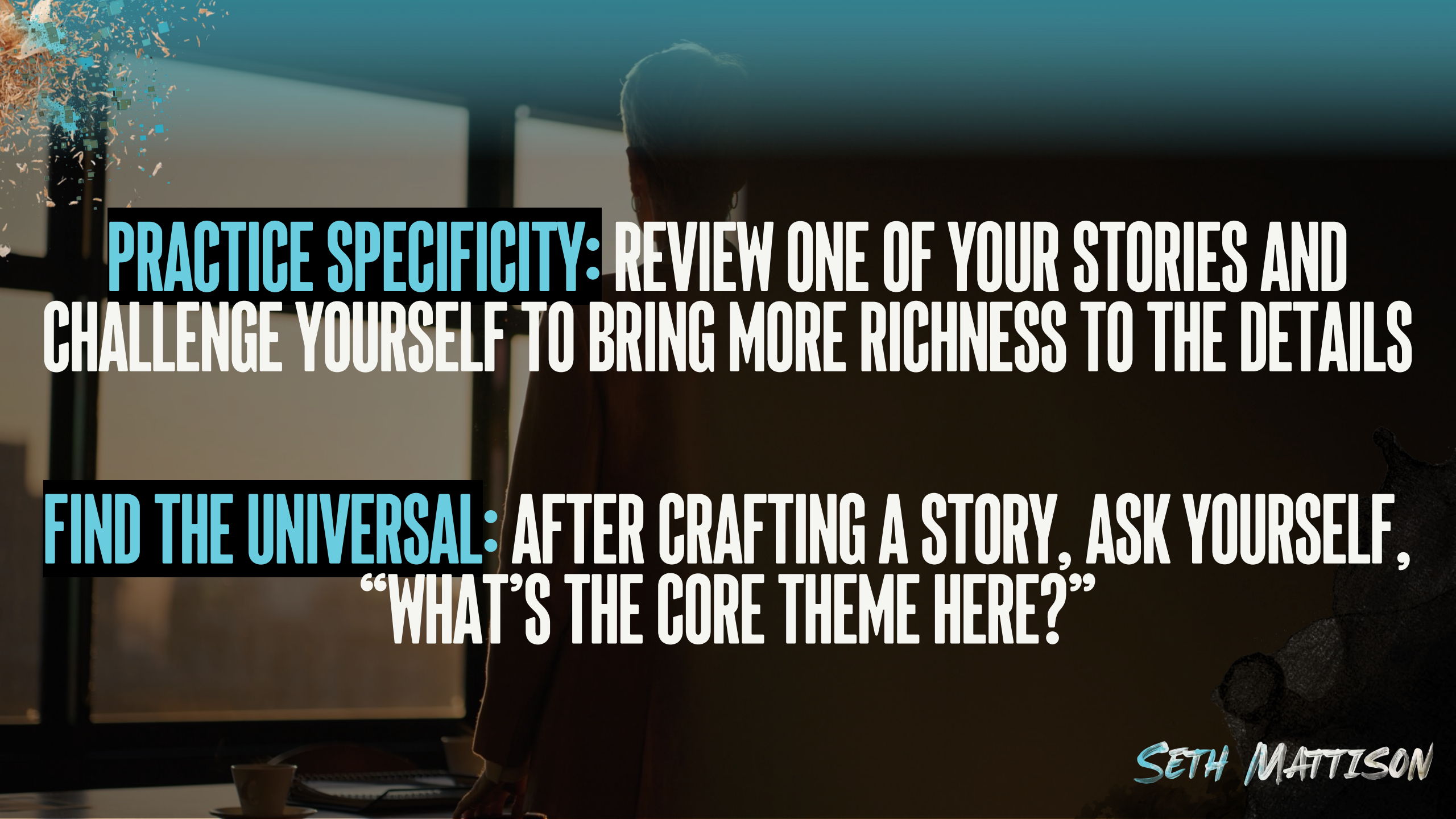
LABORS OF LOVE

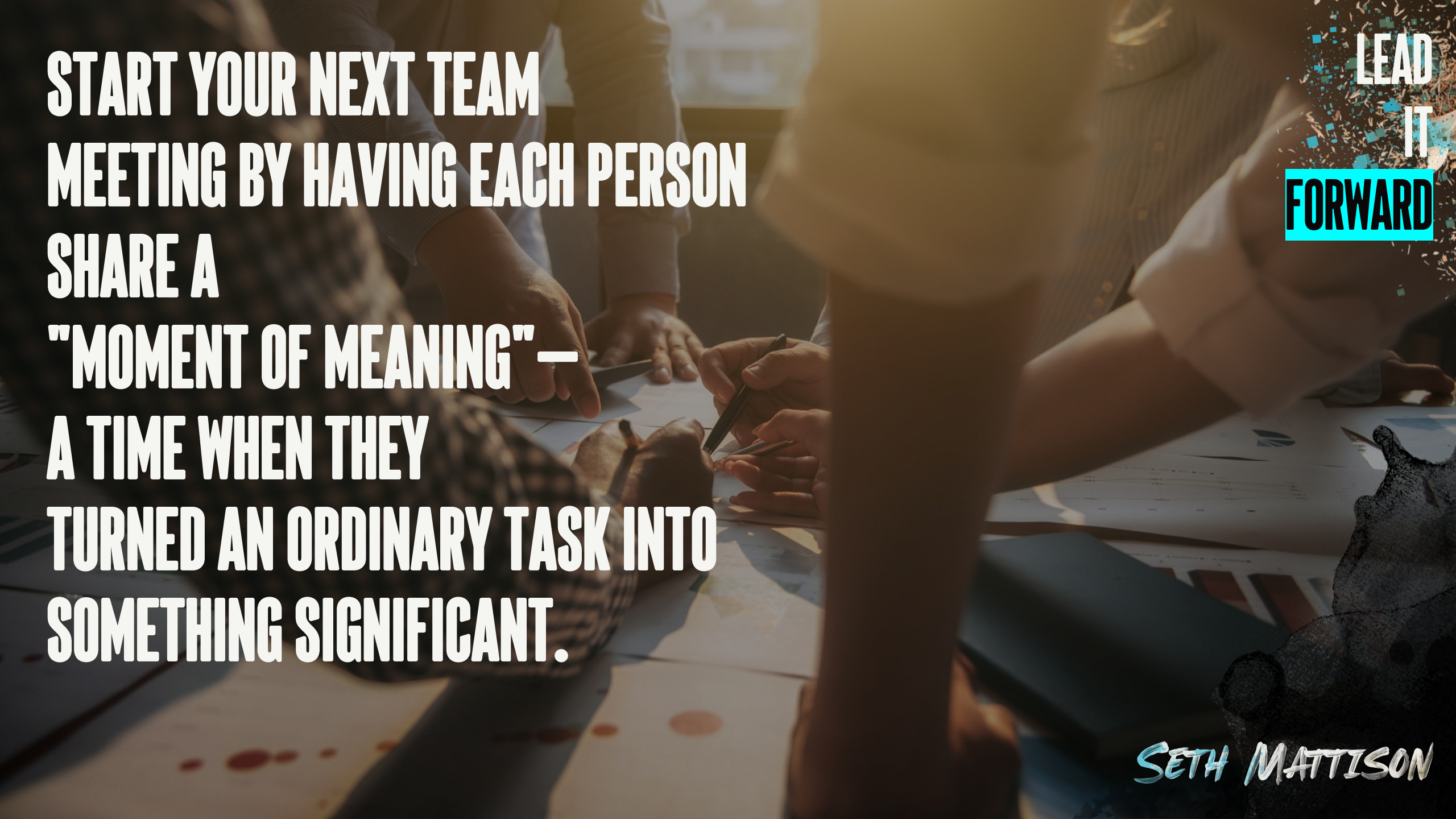
A COMMITMENT TO ELEVATING THE OBJECTS OF EVERYDAY LIFE TO THE STATUS OF MODERN-DAY HEIRLOOMS

SETH MATTISON

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

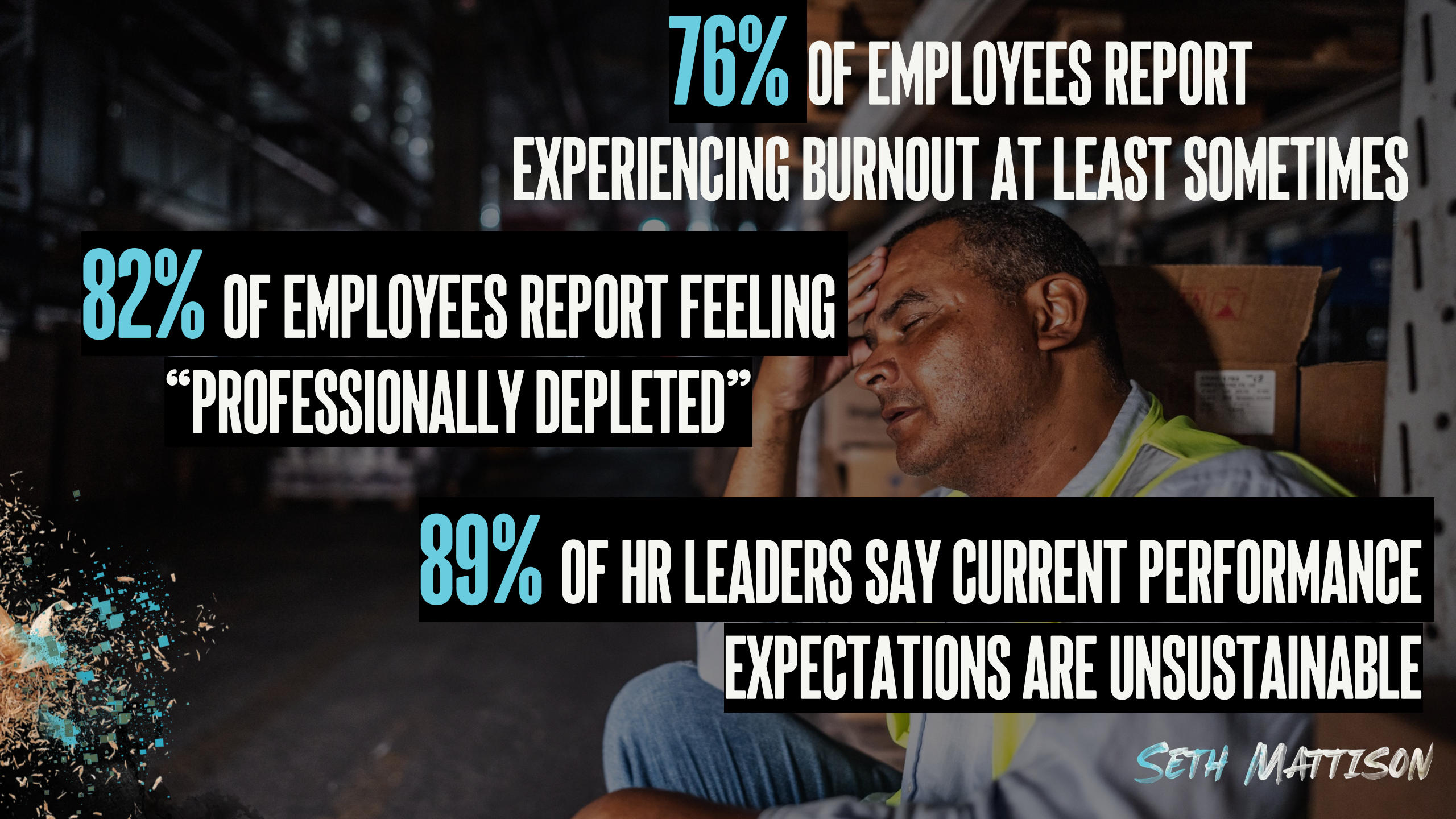
SPECIFIC + UNIVERSAL
(HOW DID YOU FEEL?)
(WHAT IS THE CORE THEME?)
SETH MATTISON


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?"
SETH MATTISON


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

REVEL IN THE WORK
Seth Mattison

REVEL
IN
THE
WORK
CREATION ISN'T A SKILL TO MASTER—
IT'S A BIRTHRIGHT TO REMEMBER
Seth Mattison


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
SETH MATTISON

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

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
SETH MATTISON

THE FUTURE OF GROWTH IS
HUMAN EXPANSION
NOT
HUMAN EXTRACTION
Seth Mattison

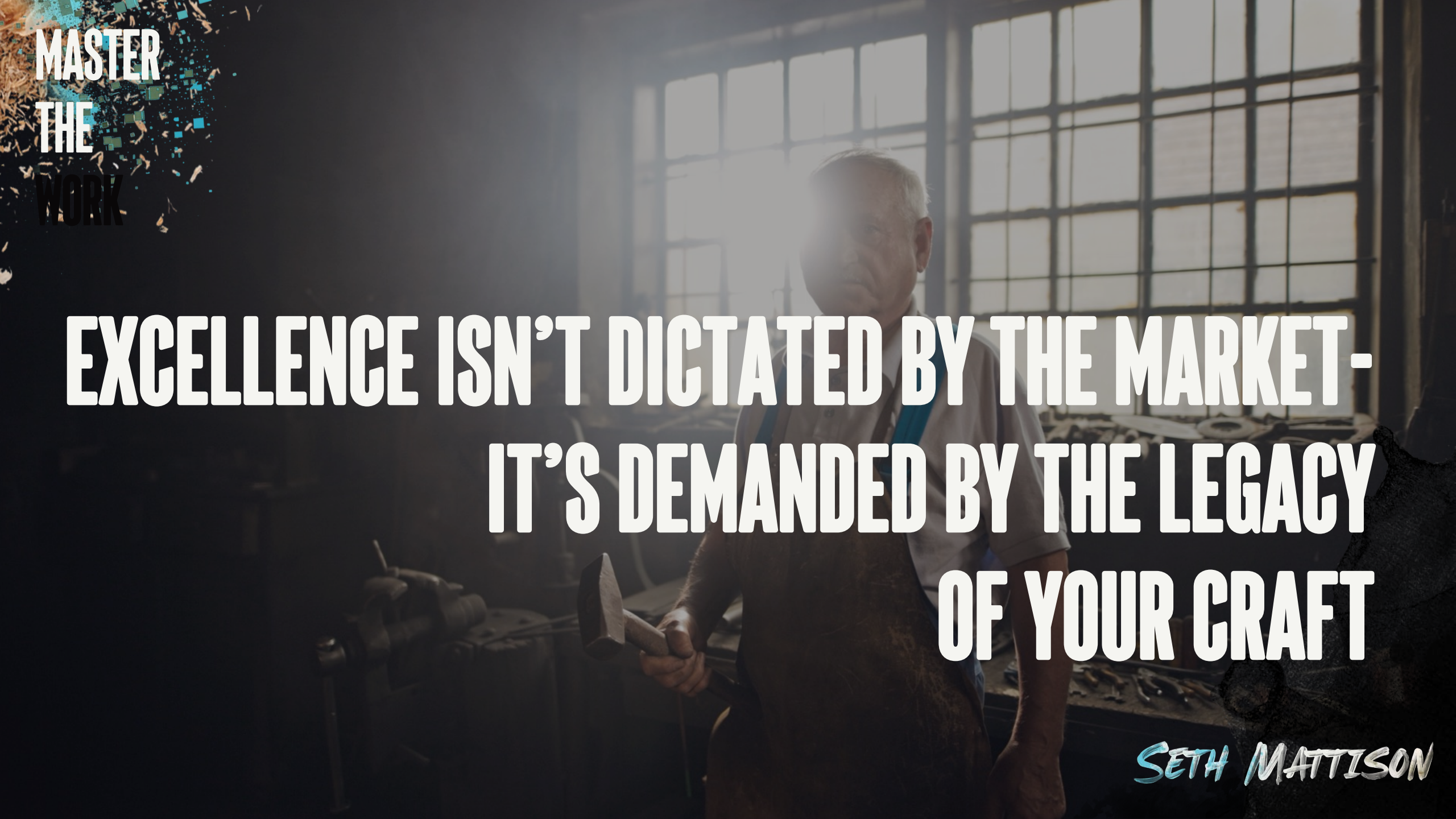
THE 20% FACTOR

LEAD
IT
FORWARD

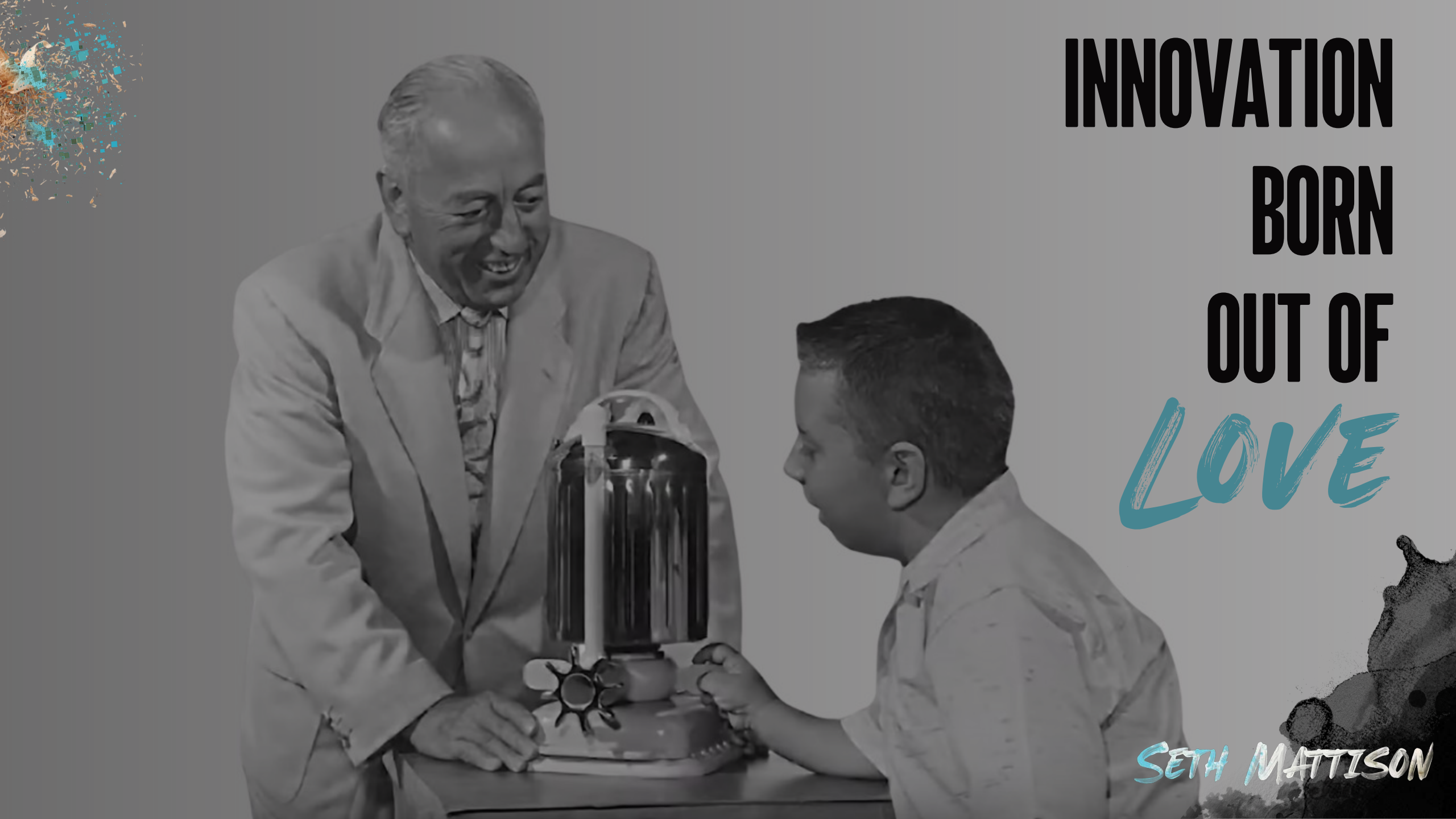
WHEN DO YOU LOOSE TRACK OF TIME?
WHERE DO YOU DRAW ENERGY?
WHAT DO YOU NOTICE THAT FEW OTHERS DO?

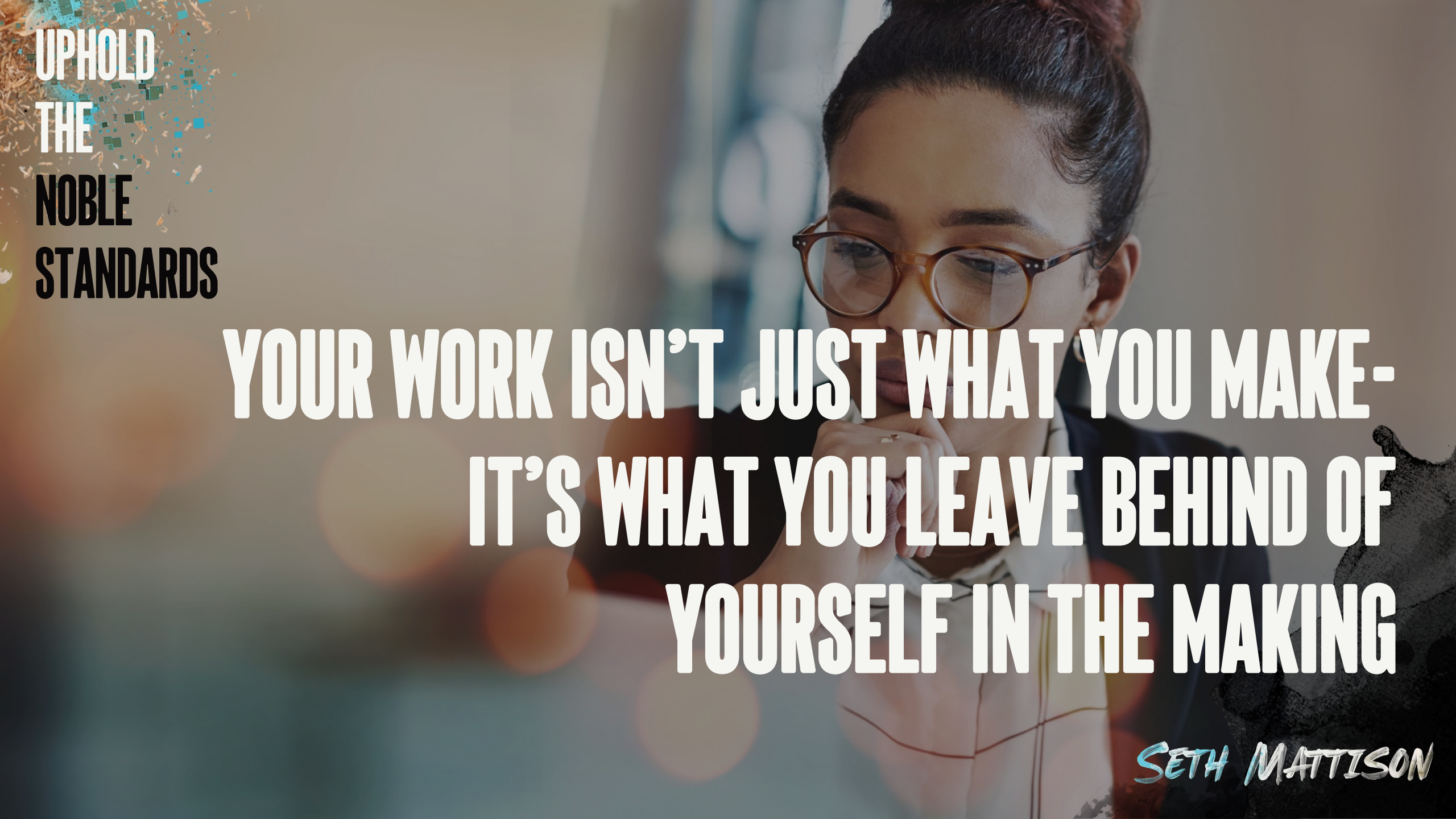
SETH MATTISON

MASTER THE WORK
Seth Mattison


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

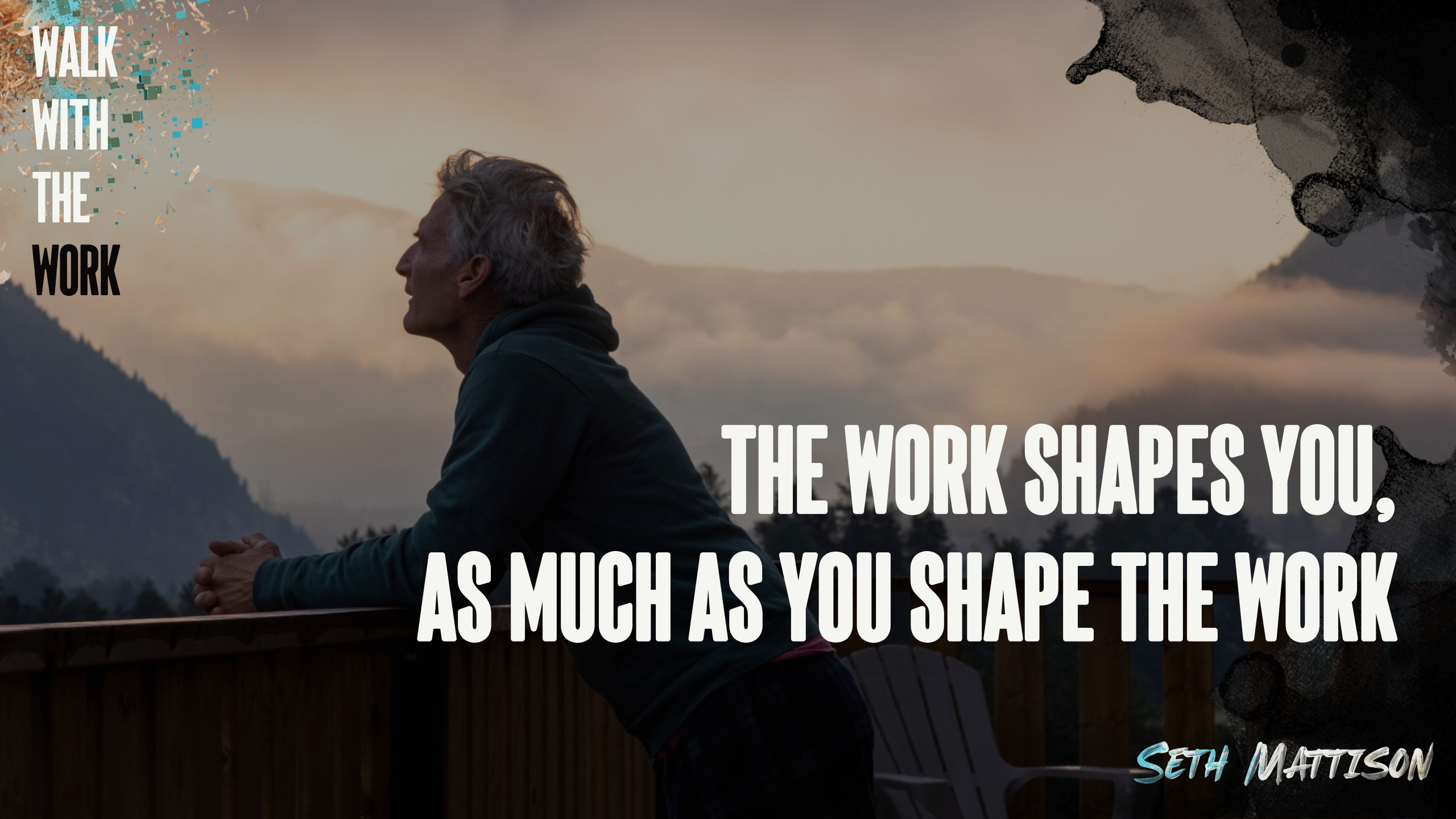
BODY COVERAGE:
Cervical (Neck)
Dorsal (Back)
Lumbar (Back)
Hips
JETS COLLECTION
J-300 Original Pump
SETH MATTISON


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
Seth Mattison

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
LEAD IT FORWARD
SETH MATTISON

WALK WITH THE WORK
Seth Mattison


WALK
WITH
THE
WORK
THE WORK SHAPES YOU,
AS MUCH AS YOU SHAPE THE WORK
Seth Mattison

The Merchant's Heart

SUNTORY
GLOBAL SPIRITS

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

Seth Mattison

Seth Mattison | The Plumb Club
EDUCATE. INNOVATE. CONNECT.

COMMON GROUND

Driving Growth Across the Generations

SET MAT

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