

Specialization



For years, anybody could wash a statute. The labor involved was unskilled – if you had a rag and a bucket of water, you were in business. But then the International Pigeon Roost Society promulgated a set of rules that standardized the cleaning process, sharply steering it towards specialization. That put Bob – who had previously eked out a modest living as an outdoor sculpture maintenance technician – out of a job. But only temporarily. Once he reinvented himself as a Left Nasal Cleansing Consultant and raised his rates – tripled them, in fact –he found that his services were now in demand more than ever. There’s a lesson there – somewhere.