

Cut The Crap!

Kate Ashley-Norman, The Installer's psychotherapy and wellness professional and a communications expert asks if it isn't time to cut the crap – from stuff that distracts us to poor quality products that don't last?

I went against my own advice this morning when I watched a heart wrenching video posted by a woman who was clearing out the house of a deceased woman, writes Kate Ashley-Norman.

The property had already been stripped of anything of value – financial and sentimental – by the deceased's family. Everything else that remained – more than 40 years of memories and memorabilia – was being packed up and either sent to charities or sent to landfill.

The message behind the video was the rather undignified end of a person's life and how unimportant 'stuff' is in the great scheme of life. You can spend a lifetime tucking precious memories away in boxes. The reality is that they mean very little to most other people. All that happens is that those memories end up in black plastic bin bags.

More crap no one needs

Unwanted stuff seemed to be a bit of a theme for me. Ghost-writing an article for a client earlier in the week I used the Patagonia website as an example of how 'stuff' has become a damaging currency in the environmental wars as a result of our consumer-focused society. The reason why I picked out Patagonia (outdoor clothing manufacturer) is because of the



strapline on the website – 'If we don't make the highest quality product, we'll just be making more crap no one needs'.

When the economy is faltering and businesses are struggling, the first thing you do is strip the fat and make your businesses leaner. You maintain what is essential but anything that risks slowing you down, holding you back, is removed.

Cutting

When you know that someone is talking rubbish, what is the one phrase that you use with them? Just cut the crap!

When you become emotionally overwhelmed, it is often because your head is full of

'stuff' that is not relevant. The amount of noise that comes at us through the general busyness of life is amplified these days by the preponderance of social media and what feels like a million messages trying to pull us in a million different directions.

So, I'm not going to fill this article with words just for the sake of it, as I know that every one of you reading this understands exactly what is required if you're overwhelmed by a plethora of spinning plates. Whether emotional, financial or commercial, trim out the bits that are not serving you.

Cut the crap. You'll feel leaner, better and clearer headed for it. [i](#)