

What?

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Screaming Circuits

Usually, these days, I seem to hear the word "what" as a part of a "Wait... What?" statement, as in a short-cut for: "That sounds good" - pause - "No, it doesn't. It doesn't even make sense." It can be funny in that context, but I think it's wearing a little thin at this point. My prediction is that the expression has another year. Two at most.

But that really has nothing to do with this blog post. This blog post is about what we can do for you. Obviously, we are a company that wants to be profitable and stay in business. I would assume that most companies want to do that. But what's important is the way we become profitable and stay in business. It's not a matter of being profitable no matter what. There are a lot of ways to be profitable and stay in business that I really don't like and don't want to have anything to do with. For example, bank robbery is not allowed here (actually, to be precise, no kind of robbery is allowed here). Being a pirate isn't allowed either.

It's also not about never making mistakes. While we aspire to that, I have yet to find someone that doesn't ever make mistakes, and if I do find that person, I'll probably be too intimidated to talk to them. So, it's not about profit at all costs and it's not about never making mistakes. What then, is our purpose?

Tactically, our purpose is to put parts on PC boards. We can buy the stuff or you can send it to us, but that's fundamentally the physical activity that we perform: we put parts on boards. "We put parts on boards." Five words. Not a lot to think about. But, since that's not a lot to think about, what else do we fill our brains with?

Sometimes we fill our brains with Dr. Who or with motorized wireless beanie cap networks. When we're on the job though, the word "what" comes into play. As in: "What can we do for you?" What can we do for you?

- The purpose of our website is to make it as easy as possible for you to get your work done and be happy with the part of it that we do for you. It has no other point.
- The purpose of this blog is to pass on bits of information that might be helpful to you or anyone in the electronics industry. Non-electronics people can read it too, but it likely won't make much sense.
- The purpose of our people is to make all of that happen.

What we want to do is make you happy that you did business with us, happy that you read this blog and learned something, happy that you referred someone to us, happy that it didn't snow last night - things like that.

If it's not helping you, then there's really no point - I'd just stay home and re-read

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"The Lord of the Rings" for about the 20th time. If for some reason, what we've done isn't helping you, then it's a good idea to let us know. You can call us, comment on this blog, email us, knock on our front door, send us a message on Twitter, whatever the case, as long as you get the message to us. Flying a plane overhead with a banner behind it probably won't do the job though because we're in Oregon. It's usually raining and cloudy, so we couldn't see it on, maybe, 302 days out of the year.

Duane Benson

I leave you with this thought:

How can you tell if an introvert likes you?

He or she is staring at your shoes instead of their own.

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