



Coaching: Concussion leads to clarity & communication - by Rod Santomassimo

May 04, 2021 - Front Section



In the “you’ve got to be kidding me” category I think I just took first place.

Two nights ago, my daughters’ dog starts choking on something.

Like any caring father, I held him down while my daughter dislodged what turned out to be a hairball from him chewing on his tail.

As she extracts the hairball, she accidentally thrusts her elbow right into my temple. The result? A mild concussion and an accompanying, perpetual, massive headache.

Dr. orders no screen time for five days. No iPad, MacBook. No emails, reading, TV or videos. No social media or Zoom calls. Limited human communication is acceptable.

It is amazing how simply talking to people has become a lost art. I did not need a smiley face emoji to share with a client how much I appreciate their business. I knew quickly if the person I was talking to “liked” our conversation or not.

Likewise, I felt no pressure to post, react or respond to what was going on on our various social channels. I did not mind getting ready for a Zoom call—checking myself, my background and for food in my teeth.

I would challenge you all to rethink your time in front of a screen. Focus on conversations with prospects and clients, take time to listen, process and then respond.

I don’t wish a concussion on anyone. Not since my senior year at Ward Melville High, playing lacrosse, did I have a headache this bad. However, like in the early 1980’s I didn’t have any screens that would delay my recovery.

And yes, the dog is fine.

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