

Blog number 7

The Dark Side of the Red Suit: Unpacking Santa's Shady Business Model

As we approach the holiday season, I couldn't help but think of the guy in red – Santa Claus.

But let's take a closer look at Santa's business model. While it may not be the most morally admirable approach, it's hard to deny its effectiveness.

Santa's strategy is built on a few shady principles:

- Firstly, he's not afraid to be deceptive. Santa promises kids the world (or at least a new bike), takes the credit, and basks in the glory, but who gets the bill? Mom and Dad, of course! It's a clever move, but not exactly the most honest.
- Secondly, he also uses threats and intimidation: Ho, ho, little ones. Have you been good this year? "Be good or else..." Sounds like a classic case of emotional blackmail to keep kids in line.
- Thirdly, he has no problem lying. Let's face it, the idea that Santa reads every letter from every child is a nice fairy tale, but we all know it's a lie. A team of elves is doing some of the dirty work, but most letters go directly to the bin.

- Fourthly, he uses diversions and made-up stories to avoid being discovered. For example, pretending to come through the chimney, but of course, he's not interested in getting dirty with soot.

So, what can we learn from Santa's success?

We have to give him credit for being a master of storytelling. He's created a brilliant narrative that protects his shady business model. It is so cleverly made that it has captivated children and adults alike for centuries.

Take the idea of a workshop at the North Pole, where elves (small and mischievous people) work tirelessly for free to build toys for children; in reality, it is nothing more than child labor in disguise.

Add to that the narrative of an eco-friendly flying sleigh powered by reindeer doing the distribution. When in fact, most gifts are produced in low-cost countries and shipped worldwide, contributing to the climate crisis.

So, as you are decorating the tree and jingling those bells, remember: even a shady business model works with incredible storytelling.

But let this be a cautionary tale: as you're building your own business or career, make sure your narrative is backed by substance and focus on customer value, not just sugarplums and fairy dust.

Per Lindstedt

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A true story of how even a shady business model
works with incredible storytelling.