

Excellence. NO EXCUSES!

Excerpt:

**THE
PROBLEM
IS RARELY
THE
PROBLEM!**

Tom Peters

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The Response **Is** the Problem

I call it ... **Service Rule #1A**

*The problem is rarely/never the problem. The response to the problem invariably ends up being the real problem.**

*This sounds like an exaggeration. It is ... **NOT**. From screwed-up U.S. presidencies to losing multi-billion \$\$ sales, it seems invariably to be a clumsy response to something (initially) relatively “small” that sets in motion a full-fledged meltdown.

(FYI: Fixing stuff gone wrong by “overdoing it”: Research shows it costs about **5X more to acquire a new customer than it does to hold on to an existing customers—in many industries it’s more like **500X!**)**

Service Rule #1B

The 3-minute Rule

*There once was a time when a three-minute phone call would have avoided setting off the downward spiral that resulted in a complete rupture.**

*So make the call. Set aside—**IN AN ORGANIZED FASHION**—a time block to make such calls.

(“I regard apologizing as the most magical, healing, restorative gesture human beings can make. It is the ...
CENTERPIECE ...
of my work with executives who want to get better.”

—Marshall Goldsmith, *What Got You Here Won't Get You There: How Successful*

People Become Even More Successful)

Service Rule **#1C** Employees **FIRST!**

David Spellman:

*“Customers
will only love
a company
that loves its
employees.”*

BCMac: *“My corollary is,
‘How we treat one
another is ultimately
how we treat the
clients.’”*

Vala Afshar: *“I’ve always said
‘You can’t remain a
great company on the
outside if you aren’t
one on the inside.’”*

TP/FYI: This is **NOT** guru bullshit. This is hard-nosed fact.

Service Rule **#1D**

ADDICTED to Helping

Twitter comment: “If a window of opportunity opens, do not pass it by or close it.”

There is no “if”: A “window of opportunity” opens

EVERY day for

EVERY one of us—e.g., helping someone

out, unbidden, for 10 minutes.

If you don’t help someone out in some little way every day (at work) you are only half a human.

Instinctively helping others at work (little hand on little thing) single best builder positive/people-centric/customer-centric culture.

“Helping” (on every dimension and throughout our community of stakeholders) is not “soft.” It is the core of a profit-maximizing STRATEGY.

“Stuff” like listening and helping are core of STRATEGY. (Not mere tactics.)

Doug Shaw: “I have a few key principles I operate by. ***Offering help is the first one.*** That's where it all starts.”

(Doug Shaw: “Here’s the full set. Offer help. Experiment. Stay in touch. Speak your mind. Lead by example. Be genuinely interested in people.”)

Helping someone out is not “nice”—as a practice, it is a CSA/Core Strategic Asset.

Vala Afshar: “If you are not helpful, you are not influential.”

Patricia Martin: “Small stuff done well breeds confidence and opens field of possibilities, too.”

We’re looking to establish a full-fledged ...

ADDICTION

[to helping].

Excellence is fun. “Small stuff” is more important than big stuff to make it habit-forming & spread the contagion.

Practice of Excellence: **ALL MOTIVATION IS SELF-MOTIVATION. PERIOD.**

(Boss “just” creates a platform, offers encouragement.)

Vala Afshar: ***“A social business feels like a village—people know your name, doors are open late, lights are always on, and people care.”***

Frankly, that’s why it’s [a social business] not an engineered “system,” but a way of being

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help someone
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human. * ***

***Intentionally strong language.**

****AND: Fact-of-life is that the “little” “unexpected” ways invariably have a more powerful impact than the “big ways.”**