

## Service: TGW and TGR

One of the ways car companies do, or did, manage quality in the customers' eyes was something called TGW. And TGW stood for Things Gone Wrong. Now, 15 or 20 years ago, before the quality got as high as it is in all the cars today, you'd buy a car and the dealer would say, "Keep a list." And at the end of 60 days, you would literally have 12 or 13 items from the trivial to the not-so-trivial [of things gone wrong]. And the goal, of course, was to minimize TGW. The quality movement is, de facto, about minimizing Things Gone Wrong. Nothing wrong with that. In fact, it's a wonderful thing.

But here's the flip I want you to make. There's the other side of this coin, and the other side is called—and I don't remember if it was me or somebody else, I don't remember who or where I got this—the other side is called TGR. And TGR is Things Gone Right. That is, focusing on the memorable little bits of an interaction, a professional interaction, going to a baseball game, or what have you, but implanting little memorable Things Gone Right.

My view of the world is, whether it's you delivering a professional service, or me giving a speech. Or whether you're selling an aircraft engine, or whether, indeed, you're managing a baseball team, that fundamentally it's critical to manage those Rs—to implant those Rs—to focus on the little things that go right that are memorable.