

Talkin' Back

Special points of interest:

- Exercise your faith to overcome fear.
- Face fear with enthusiasm—run toward the fear with gusto.
- Attitude can altar how you look at fear.
- Resolve to face the fear, be convinced that you can overcome it.

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Facing F.E.A.R. with Faith, Enthusiasm, Attitude and Resolve!

“We have nothing to fear...but fear itself!” - Roosevelt. “We have not been given the Spirit of fear...but peace, hope and a sound mind.—The Bible. Fear paralyzes people until they cannot move. What is fear? Fear different things to different people. As a child I was afraid of the dark. As an adult I fear the unknowns of life at times. In our country we have had the fear of terrorism and the fear of Mother Nature most recently. It seems we overcome one fear only to be attacked by another. I am learning to overcome fear by running toward it instead of away from it. Using the faith that I have been given...I have always had the faith but

not always exercised it. I am learning to face fear with Enthusiasm. To me enthusiasm means you believe deeply in “something” what your Corporation or Organization is doing and you believe your job is important because it contributes to the cause. You might ask how do we apply enthusiasm to FEAR? Instead of getting out of bed everyday with fear of what they day might bring, get out of bed with enthusiasm...and attack your day with gusto, thankful that the sun came up this morning! Instead of being afraid your not all you should be on the job, with your friends, or at home—use enthusiasm to push you to improve and become a

better person. Instead of being “afraid” your performance doesn’t measure up—use enthusiasm and it will make the difference in a mediocre performance and an outstanding performance. Enthusiasm about your job or a project or a relationship translates into positive energy. Enthusiasm will get you thrust into positions of leadership whether it be as an individual or a Corporation, you see enthusiasm is one trait that is shared by successful people. “Nothing was ever achieved without enthusiasm—Ralph Waldo Emerson. Attitude is everything! The saying goes—”Change your attitude...Change your life!” - unknown. Your attitude

What is Loyalty?

loy-al-ty (loi 𐀓1-tē)
NOUN:
pl. **loy-al-ties**

1. The state or quality of being loyal. .
2. A feeling or attitude of devoted attachment and affection.

Often used in the plural: **My loyalties lie with my family.**
American Heritage Dictionary.

It seems loyalty is coming back into the business world and companies are seeking the “Loyal Customer”. To

achieve that loyalty make sure your service to the customer is the same as it would be to a member of your **family**. *After all*, they are one in the same, in this world I find we are rapidly becoming “one big family” in a small world!

Retreat....Corporate Board, Volunteer Board or Team Members—It can make a BIG difference!

RETREAT - Review with enthusiasm the topics regarding everyday issues, and attitudes that effect the service your corporation or organization gives to the people it touches. Include short and long range planning to accomplish important goals! Include celebration for accomplishments of outstanding customer service and retention of customer loyalty. Include evaluation and measurements so everyone can see the accomplishments and catch the enthusiasm!

"I'll be back!" How important is it to your Corporation to hear those words? The competition is very stiff today. You want the loyalty of the customers you serve. Take the time for a quarterly board retreat, including managers and team members from your Corporation. We all know that teamwork is important and that TEAMS - Together Everyone Achieves More! S.O.S. Super Outstanding Service with Service Excellence is available to your corporation with the TEAM planning to meet your needs and quarterly evaluation through these retreats! It is not the number of breathes that make a life but the number of moments that

take your breathe away! Your customers are important to you, your employees are important to you, encourage them to be a part of your team realizing what a difference they make everyday in your corporation! Helping them to realize that they can be the one to make that moment with the customer! Celebrate the difference everyone makes in your Corporation! Marilyn has years of experience in the world of working with people in the insurance industry and hospitals. Contact us to set up your next board/employee retreat to make sure everyone in your organization is "rowing the boat in the same direction" and striving for service excellence!

WE NEED LEADERS AND VOLUNTEERS! Board Growth takes time and planning. A Board retreat including short and long range planning can help to insure you accomplish the goals you have for your Organization and encourage new leadership, enthusiasm and excitement within your organization. Become a team with visionary leadership by taking the time to retreat - review with enthusiasm

the topics regarding everyday issues, answers, and turn around the recruitment issues of your organization with great success! - together everyone achieves more. Include short and long range planning, setting of goals, and measurement of goals achieved! It only takes a few moments of planning to accomplish 5 year goals! Marilyn has over 30 years of experience as a volunteer and over 25 years experience in volunteer leadership and board training. Contact us to plan your next leadership/board retreat. Together we can bring enthusiasm to your organization and achieve your goals!

Even the greatest of leaders took the time to retreat...whether it was in battle or in the political field. So take a look at your schedule, think about taking the time to review with enthusiasm the topics and issues of your everyday world. Take the time to work on the attitudes that effect the service of your corporation or organization gives to the people it touches!

“Gone Fishing!”

Have you every been in a boat or a canoe with another person and you are both rowing in different directions? Is your “Net-working?” Do those you work with know what’s going on and what you are all about? Maybe it’s time to take a retreat and GO FISHING! You can accomplish much for that success of your corporation or organization by taking a little time to:

1. Decide “What’s Important” to your business and make sure everyone knows.
2. Make sure that everyone knows what direction you are heading—the vision you

have for your corporation or organization.

3. Make sure everyone knows what values are dear to your business.

4. Taking that time can increase the motivation. might

*“Integrity, growth, profit,
service...what’s important?”*

*Take some time to fish...it could
make the difference between a
small or LARGE catch!*

Customer Service Sucks When...

Traveling around as I do these days I have become quite aware of customer service. Some service is excellent, some is okay and some sucks! Now let's ask ourselves what is customer service?

1. customer service

A service that a company provides to individuals. 90% of what customer service representatives deal with are people known as idiots. These idiots are losers, whiners and no do-gooders that have nothing else to do with their time. (from Urban Dictionary).

Customer service is the set of [behaviors](#) that a [business](#) undertakes during its [interaction](#) .

with its general assistance to customers. (from the Free Dictionary).

Now which definition would you like best if you were the customer? I have to tell you I like the second definition but the first definition is a lot of what I get in my travels. Customer Service sucks when you are delayed in flight due to mechanical problems miss your connecting flight and arrive at the hotel, several hours late, not only that but late at night only to have to awake at 4a.m. to catch the rescheduled

flight. So deciding you are tired, you order dinner via room service. The food arrives, you pay with cash and the bus person says, "I'll be right back with the change!" You wait and wait no change. Then you receive a call—it will be 45 minutes before we can get your change back up to you, as we are swamped or you can come down and get the change yourself! So much for ordering in! True story—NWA delayed the flight and change delay was at the Marriott! Service Excellence? Not quite there but hopefully it's on the way!

Above and Behind...

Sometimes you receive a surprise, a note of thanks, a phone call, a smile, you know they say it's the "little things" that mean a lot! I have been trying to take notice of the "little things" in my wanderings around the world. I think it's important that they receive recognition after all, they do mean a lot! We all know how valuable time is and how big those new super stores

are...can take a whole day to find what you want and get back out! I was in Meijer's the other day looking for a particular item and the sales clerk said, "Let me guide you to that area, walked along beside me saving me many steps and much time! Then on the other hand I was in the competitor's store looking for a particular item, asked a clerk and was pointed in the direction of the

item I was hunting—kind of like "It's way over yonder, aisle #. I didn't know if it was the north end or south end of the aisle, took a few extra steps and a few extra minutes but finally found it! WOW! What a trip! So, you guessed it next time it's back to Meijer's, they know how valuable my time is to me!

Hat's Off Award...



Service Excellence is the key to hearing those magic words:

"I'll Be Back!" from our customers.

This month's award goes to the following:

Schwan's—I have been

customer of this company for many years and since I travel a lot really enjoy the door to door service and the positive attitude of the salesperson every time they stop. Outstanding service and quality product! **My hat's off to you!**

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Continued from Page 1—Facing F.E.A.R.— Your attitude is your most priceless possession! You own it! You control it! “Always bear in mind that your own resolution to succeed is more important than any other one thing.—Abraham Lincoln. Your work can either be fun or drudgery...I happen to like fun and it’s all in our attitude. I believe that the greatest discovery I have made in my life and the greatest discovery in this generation is that a human being can alter their life by their attitude...attitude can help us overcome the fears that we face everyday. Resolve means to be settled in opinion; to be convinced. We all have destinations to reach and fear can stop us dead in our tracks if we choose to let it. But we can catch the vision that we can RESOLVE to face FEAR, no longer being afraid. Facing the fears of our lives, big or small with Faith, Enthusiasm, Attitude and Resolve!

- Marilyn R. Beverley, President

Grace and Dude...

Grace and Dude are a big part of my life. So let me introduce you! Dude is actually my 17 year old Yorkshire Terrier named “Snickers”. He’s been around for awhile and has a special place in our home...you know he is the DUDE! Grace, on the other hand, is a one year old black Labrador Retriever, she was an oops! from our son’s dog Shannon and being the nice parent I am, I adopted her. Dude is little and thinks he big, especially when the ‘tude’ sets in...that is the ‘attitude’. He can be so mellow but just let one thing knock his nose out of joint and he blows up like a blow fish and does he make noise! He becomes the “Dude” with a ‘tude’! Grace on the other hand is an instigator. She likes to pick! She will just pick, pick, pick and get Dude going, then

she takes a step backwards as if to say “Who Me?”. Can you imagine? They have taught me a lot about attitude. When I get “nudged” do I develop a ‘tude’? or am I the one who does the pick, pick, picking? It’s kind of like the box of crayons I used to get every year at the beginning of the school year, you know the one with the pencil sharpener on the back. I can still remember the smell when I opened the box top and the array of beautiful colors, colors that had different names. I reflect upon the world that I travel in these days, a world that is full of people who come in different shapes, sizes. We have different names, perhaps a different color of skin or nationality. Then I think to myself instead of being like Grace and Dude, we all need to be more like that big box of crayons and

learn to live in the same box, our box being the world. So the next time your nose gets knocked out of joint or the next time you get nudged just think about that box of crayons and remember that you can alter your life and the lives of others with your attitude. You own it, you can control it and by doing that, it can make all the difference in your world. Be a “Difference Maker”. It is amazing the difference one person can make, and you can be that one person. It’s all in a matter of choice!