

Why do people do business with you?

Are you the only dog and pony show in town?

Could it be that your clients will switch to another company just as soon as one presents itself?

What's the real reason behind your success or your soon to be failure? You might want to do a reality check and find out why, but be prepared for the responses you may receive; they may not be what you expected.

How are you distinguished in the marketplace?

or Integrity

or Trust

or Concern

or Quality

Bundle this all up and you are really addressing the *True Character* of your company. It is very difficult to compete with a company that has true character. A company that has empowered its people, all of them, not just management. A company who's employees have pride and enthusiasm for what they are doing: this is not a place of employment, it's a place where people can contribute.

True Character starts at the top and isn't lip service. Take the lead; example is always the best teacher. And while you're at it, you may want to start by just saying thanks. Thanks to clients for their business ... and thanks to employees for showing up ... for doing a great job ... for being someone you can rely on. It's a simple word, but oh so seldom used.

★ *The more you pass on to others* ★
the more you keep for yourself.