



ADDventures

July 2011

Clarity in communication is integral to the success of any meeting. Without it, the only things you'll be pulling out of your hat are misunderstanding, misinterpretation, and a lot of confusion.

~Tony Jeary

July ADD STAFFers of the month:

Congratulations for jobs well done.

Renee C.
Jason K.
Becky J.
Siam X.
Ken K.
Larry B.
Arista E.
Solange P.
Karen G.
Diane M.

You probably know well the difference between important and urgent. Few corporate fires are both important and urgent. If you were to investigate, you'd probably discover that all kinds of fires had their origins back when the issue was confined—perhaps important, but with plenty of time to be addressed.

How do tiny things create big hooplas? The answer usually lies somewhere between benign neglect and out of sight, out of mind. Many of the fires/crises erupt because we keep putting them off. Or just don't see them. The ones not seen are typically buried in your desk's in-box, your email in-box, or your head. Any time you put an item back in one of those places, it's anybody's guess as to when it will re-emerge. ~Workarounds That Work



For every person in every organization, there comes a moment when he or she must have the courage to step forward and meet the needs of the time. Regardless of whether your moment is now or sometime in the future, you must be ready.

~David Cottrell

Every interaction with a customer is a 'moment of truth' that influences that customer's impression of the company. Any business seeking to establish a customer orientation and create a good impression during its 'moments of truth' must flatten its pyramid. That is, eliminate hierarchical barriers that prevent frontline employees from responding directly and quickly to customers' needs. Move 'managing' to the frontline employee where, when problems arise, each employee has the authority to determine the appropriate action, and see to it that the action is carried out, either alone or with the help of others. After all, it's the people on the frontlines who most directly influence a customer's impression of the company. ~Flattening the Pyramid

I'm full of holes, yet I'm full of water. What am I?

Answer to June Brain Teaser: Footsteps

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