



THE MANNY NOWAK

NEWSLETTER

HELPING YOU BALANCE YOUR PERSONAL AND PROFESSIONAL LIVES

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WHY ARE YOU PLAYING THE LIMBO WHEN YOU SHOULD BE POLE VAULTING?

Stop lowering the bar and settling for less than you really want. Start going for the high bar, set the standards for you and your team, start participating in the pole vault.

How many of you have played the limbo, the game where you try and go under the bar, on your feet, bent backwards. Then the bar gets lowered and you try again. You keep going until only one person can get under the bar without knocking it off the stand. The objective is to lower the bar as far as possible. It is amazing what some people can do.

Have we turned into a society that accepts less than we really want? Do we compromise our expectations to conform to what is easy? Do we settle for less just to get it done? As a business owner/executive, you set the standards for performance. As someone wise and educated once told me, "your lowest expectation becomes your teams highest expectation". Are we lowering the bar just like we do in the limbo?

Ever walk into a fast food restaurant and wonder who would hire the people working there? How can you put a person with no customer service skills, no ability to interact with people, no ability to smile and take orders on the counter? Ever go into a retail store and wonder where they found this check out clerk? Seems this clerk was never trained to run a cash register, doesn't know how to interact with the customer, and doesn't even seem to be in the same room as you. When was the last time you got gas and someone said thank you for your business (not under their breath as they are walking away).

I must note here that there are some excellent people in the above businesses. That when I find them, I usually write a piece on them. But, what I learn is that if there are very sharp people working the counter, that is the expectation of those who hire and train them. That they expect no less. Instead of playing the limbo, these people are involved in the sport of pole vaulting. The game where the bar gets higher and higher.

The above are just some of the ways we have lowered our standards, we now accept and hire someone with no ability to service customers just to stop having to worry about the position and get it filled. We hire retail clerk, totally unable to do the job at a retail store, just to fill the position.

A caution here, don't be fooled into thinking just because I use these position that it is not happening throughout business, in all positions and at all levels. I see senior executives that are nowhere near what they should be. I see sales people who are in the wrong business. I see managers who never should have been managers. But you know what I see in all these cases that is consistent? I see the person hiring them lowering the standards to get the position filled

Stop

Do you own a business? Do you run a company, do you run a department? Do you realize that your employees represent you, that you are your employees? Is that the image you want to present to your customers, to the public? Are you frustrated?

Stop

Bring up your standards; learn to say no. Quote from the book Good to Great by Jim Collins. "Don't let them on the bus". The first key to bring your business up to the next level is to stop letting people in who do not meet your expectations on the bus. What you need to drive toward is building a line outside your door of people who want to buy from you, work for you, get involved in your organization. People who want to get on the bus and will be up to the standards you are looking for.

Raise your standards.

How? The first step is very easy. Right now, stop and take out a piece of paper, at the top write the position you want to fill and then draw a line down the center. On the left hand column, write the heading, "Must Have", on the right "Like to have". Now list for the position you want to fill. The left is what you must have; the right is what you would like to have.

The next step is the hardest, but the only way this will work. The above is not my invention; we all know we need to do this. But the next step is where we all fall down. If the person does not have all the "must have", then you pass, you must not hire them. Next, reject, move on. Period. This is where we all fall down; this is where we look from the person, to the need, to the person, to ourselves. Then we hire them and then we do not get what we want.

Stop – do not hire them. Or change your must haves.

This is where we all fall apart, we settle for less then we expect and then we expect great results, we don't get them and we still have the nerve to wonder why.

Stop compromising what you want in a team. Go out and find the right resources. If it means you do not grow as fast as you like, accept it. If it means you have to work more, accept it. If it means it takes longer, accept it. But do not accept less than your standard.

All great companies are made up of great people. Make sure you get the people who will make you great. You do that by keeping your standards high.

The High Cost of a Free Web Site by Rich Brooks Read this very interesting Blog.
<http://business.mainetoday.com/smallbusiness/internetmarketing/006639.html>

What do you mean they aren't doing business with us anymore? What happened? Listen as Manny talks you through this and other issues that effect your business every day in *The Manny Ways of Customer Service*. Available today for only \$14.99. [Click Here](#).

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I would love to have coaching, but I just don't have time or money at this point. Then Join the Manny Success Team and receive tools you can use to build and run your business.
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