

Mission Ready

Volume 2, Issue 2

February 1, 2000

Seminars/Keynotes

- Feb 5 Pasadena
- Feb 10 Corona
- Feb 16 Santa Ana
- Feb 29 Santa Fe Springs

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Be a "Company Man"

Is being called a "company man" generally considered a compliment in today's corporate environment? Usually not. The term is used to describe an individual who doesn't "think out of the box," and who behaves like an obedient corporate soldier, doing everything "by the book." In short: an employee who is kow-towed by management, unimaginative and uninspiring.

Well, we are here to tell you that the most inspiring individuals we know - the Marine Corps Drill Instructors - are definitely "company men." They teach the Marine Corps Way; they teach "by the book;" and they never apologize for official policy. One might even hear them proclaim, "I love my Marine Corps!"

What would be our reaction if a fellow employee walked around announcing their "love" for the company? We might be tempted to take them aside, and warn them that - while it's nice to love your company - management might take advantage of such openly declared sentiments. And, if we belong to a union shop, we might refer that poor misguided soul to counseling.

The problem is, when your trainers are not company men and women, they end up giving mixed messages. They first teach the "company way," then - with a wink and a nod - they teach the "street smart way," which is the way they feel things really get done. Now, what have they done to that classroom full of eager-beaver newly hired employees? They have turned them into cynics on their first day. And, dear readers,

cynics are not winners.

Whenever your associates and customers hear you apologize for company policy, you have diminished not only your organization, but yourself, in their eyes. It's best to be a "company man," like the Drill Instructor, and to inspire similar confidence in the mind of your fellow workers and customers. And, if there is a contradiction between official company policy and the "street smart way," that should be taken to upper management. Upper management isn't stupid (at least not all of the time); if they can see a policy isn't working on the competitive battlefield of the marketplace, it's in their self interest to change it. Until then, we recommend that you remain, in public and in private, a "company man." After all, it works for one of the most elite, high performance organizations in the world.

Recent Testimonial (after a 5 hour seminar to about 50 UPS managers and exec's):

"Exposure to the seminar and the book has helped identify our short comings and helped us to reinvent some of the time tested methods of people relationships in elite organizations such as the U.S. Marine Corps and United Parcel Service." Marty Hanse, Vice President, UPS

Please note dear reader, you don't have to invite us for a lengthy seminar. In fact, most of our presentations are compact, entertaining, and informative 45 minute to 1 hour keynote speeches - perfect for your managerial get-togethers.