



# Raise the Bar – Set the Standard – Lead for the Future

Presented by:  
Petey Parker, President  
Petey Parker and Associates  
Dallas, TX

April 1, 2008

## CHANGE, COURAGE, AND CREATIVITY “WORKING THROUGH TRANSITION”

*“What all leaders have in common is the challenge of getting the most out of our crews, which depends on three variables: the leader’s needs, the organization’s atmosphere, and the crew’s potential competence.” – Captain D. Michael Abrashoff – former commander, USS Benfold*

I would add the ability to project into the future, capture the reality and be ready to implement change on the front end will provide a far smoother transition; will give you the edge of being on the forefront of the inevitable; and will automatically raise the bar for your peers and competition. The reward is when you realize you embrace change for all the right and logical reasons.

We are living and working in a ‘time is of the essence’ society – confused by what is urgent versus what is important. The only constant seems to be transition and change. It becomes more important in this climate to find purposed driven solutions quickly and successfully by relying on your personal and business potential.

It seems to follow;

1. There will be change/transition
2. It takes courage to make the right decisions during this time and stick to it (This direction, however, is known as LEADERSHIP)
3. Fear will be your largest deterrent because the result of change creates the unknown
4. Complacency follows fear and creates the inability to act in a proactive manner, thus fostering the failure of systems, companies, morale, and productivity.

Given a choice – take the Leadership role and welcome the end result. The option of complacency has no positive accomplishment in life or in business.

Resource for quote: *It's Your Ship* by Captain D. Michael Abrashoff

Coming in Spring 2008, *[Blueprint for Success](#)*. A handbook with proven strategies for success co-authored by Petey Parker, Ken Blanchard and Steven Covey. To order a copy, log onto Petey’s website at [www.peteyparker.com](http://www.peteyparker.com)

## GENERATIONAL REALITY AND PERCEPTIONS

- **By the year 2011 there will be 10 million more jobs than workers available to fill them**
  - It is imperative for companies to hire, retain, and groom the best talent from all generations and do it NOW!
  
- **Generations are going to live longer**
  - Will your Company become a sandwich or salad generation?
    - Sandwich made of stale bread full of boloney or ham. (Old thinking; unchanging; and fueled by people telling you what you want to hear)
    - Salad made of healthy ingredients of multi-cultural, generational, and people of diversity.
  
- **There will be a Sonic Boom**
  - When the Boomers and the Xs and Ys collide, merge, and switch places
    - Xs and Y's will be taking the place of retiring Boomers, however
      - A great deal of communication and understanding will be required as Xs and Ys step into management positions over the Boomers
      - 69% of the Boomers will want to continue working part time for entertainment, money, benefits, or maybe just to get out of the house –
      - Xs and Ys *want* and *demand* Flex time –
      - Creative scheduling might include job sharing – telecommuting – four 10 hours days per week for Xs and Ys
  
- **Generation, immigration, and multi-cultural will continue to be the hottest of topics for Corporate America for the next several years.**
  - We've had 19 generations come of age since the Mayflower in 1620. Just wait until you discover the incredible Generation Zs, also known as the Young Lions, coming over the hill!

Coming in Spring 2008, *Blueprint for Success*. A handbook with proven strategies for success co-authored by Petey Parker, Ken Blanchard and Steven Covey. To order a copy, log onto Petey's website at [www.peteyparker.com](http://www.peteyparker.com)

## Raise the Bar and Set the Standard

“Quality is never an accident ... It is always the result of high intention, sincere effort, intelligent direction and skillful execution. It represents the wise choice of many alternatives.” - Will Foster

- **Step one.** Start with clear vision, define the purpose of your business, let your core values drive your mission, have your objectives close at hand, agree as an organization as to strategies planned, make your priorities known, get buy in, and make it happen. Understand that it's all about people and processes.
- **Understand what is urgent and what is important** – consider TIME as your most precious commodity
- **Consider quality above quantity in every decision.**
- Forget creating undue stress searching for unobtainable perfection. Remember these words ... **IT'S PROGRESS NOT PERFECTION ...** and give yourself a break
- **Make sound and well thought out rules and disciplines** ... for the good of your companies, employees, organizations, family and anyone else in your care
- If you **make promises** – make sure it's not only with good intentions, but to keep ... “A promise made is a debt unpaid.” – Robert Service
- **RESPECT** – R.E.S.P.E.C.T. – Yourself and others or no one else will

Raising the bar and setting the standard is somewhat like making a sandwich. You can start with stale crust, fill it full of baloney, and expect people to enjoy it under the worst of combinations; OR you can chose to create a healthy sandwich filled with ingredients good for the head, heart and soul. – Petey Parker

Coming in Spring 2008, *Blueprint for Success*. A handbook with proven strategies for succes co-authored by Petey Parker, Ken Blanchard and Steven Covey. To order a copy, log onto Petey's website at [www.peteyparker.com](http://www.peteyparker.com)

## STRESS - LESS

My story about “THE MILLION DOLLAR LESSON” was first published in Chicken Soup for the Soul – Heart at Work and quoted publicly by the co-author, Jack Canfield and copied by Zig Zigler in his ‘My Daily Insights’. It goes like this ...

*A cab driver taught me a million dollar lesson in customer satisfaction and expectation. Motivational speakers charge thousands of dollars to impart this kind of training to corporate executives and staff. It cost me a \$12 taxi ride.*

*I had flown into Dallas for the sole purpose of calling on a client. Time was of the essence and my plan included a quick turnaround trip from and back to the airport. A spotless cab pulled up. The driver rushed to open the passenger door for me and made sure I was comfortably seated before he closed the door. As he got in the drivers seat, he mentioned that the neatly folded Wall Street Journal next to me was for my use. He then showed me several tapes and asked me what type of music I would enjoy. Well! I looked around for a ‘Candid Camera!’ Wouldn’t you? I could not believe the service I was receiving. I took the opportunity to say, “Obviously you take great pride in your work. You must have a story to tell.”*

*“You bet,” he replied, “I used to be in Corporate America, but I got tired of thinking my best would never be good enough. I decided to find my niche in life where I could feel proud of being the best I could be. I knew I would never be a rocket scientist, but I love driving cars; being of service; and feeling like I have done a full days work and done it well. I evaluated my personal assets and ... WHAM! I became a cab driver. One thing I know for sure ... to be good in my business I could simply just meet the expectations of my passengers. BUT, to be GREAT in my business, I have to EXCEED the customer’s expectations! I like both the sound and the return of being GREAT better than just getting by on ‘average’.”*

*Did I tip him big time? You bet! Corporate America’s loss is the traveling folk’s friend!*

It may be rather extreme to change jobs to avoid stress. Perhaps you just need to rekindle the passion and procedures that you had to begin with. You know ... The excitement and thrill of that first sale, being hired, and feeling experienced, finding a purpose and self fulfillment on the job.

I’ve listed some tips, trends, and Peteyisms to help conquer Stress on all levels – the rest is up to YOU! Especially those of you who admit to being Stressaholics ...

- **Memorize the Serenity Prayer.** God grant me the serenity to accept the things I cannot change, Courage to change the things I can and the Wisdom to know the difference
- **Senility Prayer.** Grant me the senility to forget the people I never liked anyway, the good fortune to run into the ones I do, and the eyesight to tell the difference.
- **The Dakota Indians have a saying,** “When you discover you’re riding a dead horse – the best strategy is to dismount.”
- “When you get to the **end of your rope**, tie a knot and hang on.” – Thomas Jefferson
- “Know the difference between what is **urgent and what is important**” – Stephen Covey’s the 8<sup>th</sup> Habit
- **Don’t argue with a jerk** – People watching won’t know the difference.
- **BREATHE!** Practice Yoga

Most of all – take time to evaluate YOUR stress level. I encourage you to drop the stressing; develop life/work balance; rediscover the blessings in your life; and recapture the joy and passion within you.

Coming in Spring 2008, Blueprint for Success. A handbook with proven strategies for success co-authored by Petey Parker, Ken Blanchard and Steven Covey. To order a copy, log onto Petey’s website at [www.peteyparker.com](http://www.peteyparker.com)