



Sometimes Bend

The philosopher Albert Camus is quoted as saying, "Blessed are the hearts that can bend; they shall never be broken."

Great service organizations select people with "hearts that bend" in the direction of the experience the brand desires to create. While there are obviously boundaries across which people should never go and pitfalls of giving too much, outstanding service organizations find people who can improvise in the service of people and mission. They also recognize and share the "WOW stories" their people create. Let me give you one quick example.

Most police departments have a defined mission something on the order of "protect and serve." All too often, behaviorally, the actions of officers turn into "arrest and fine." Not so for Officer Ben Hall of Emmett Township, Michigan. Upon pulling over a mother with a 5 year-old daughter restrained by a seat belt and not a booster seat, Officer Hall listened before he took action. Learning that the woman had fallen on hard times and had a car (the one with her daughter's car seat) repossessed earlier that day, Officer Hall escorted the woman to a local Walmart and purchased a booster seat for her daughter. Officer Hall noted, "A ticket doesn't solve the situation. What solves it is the child being in the booster seat like she should be." His department formally recognized his action.

While Officer Hall's behavior clearly is not a sustainable practice, nor will it become a policy at any police department, much can be learned from this one example:

Listen before acting.

Hire for people who seek to solve situations.

Celebrate when people improvise to deliver meaningful solutions.

In the name of service - sometimes bend!

Timeless Wisdom

There's no shortage of remarkable ideas, what's missing is the will to execute them. - Seth Godin

The Best of the Blog:

Blessed are the Peacemakers. They will Experience Business Success!

Leadership guru Brian Tracy has been kind enough to endorse a number of my books and I have looked to him for wisdom throughout the years. One of my favorite quotes of Brian's is "Set peace of mind as your highest goal, and organize your life around it."

The older I get the more value I see in creating "peace of mind" for oneself and for others. In fact, consumer trend data in the and research on "emotional value" make a case for being in the "peace of mind business." [Read more.](#)



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