



## It Doesn't Cost More to Be Nice

After a day of extensive customer experience consulting and training, I happened upon a young and less than pleasant store clerk (I distinguish clerks from service professionals based on their skill at engaging and passion for assisting customers). In fact, the clerk I encountered was downright surly and rude.

After the encounter I began to lament the plight of service quality in America today. I even entertained the thought that prior generations may have had a greater commitment to "being of service". Fortunately, I was slapped back to my senses by an article about a California [high school track team](#) that took a group of shelter animals on a run with them. These young people had to practice anyway but they looked for an opportunity to make their run into an act of kindness. They prove what my mom told me all along, it typically "doesn't take any extra effort to be nice than it does to be uncaring". I know "nice" feels better for the giver and the receiver. This month I hope you'll demonstrate and encourage your team to exert the "power of nice" along the paths you run.

While I am on a running theme special congratulations to [Ernie Andrus](#), a man with *whom I had the honor of running as he traveled across the United States*. As you may recall, Ernie is a 93-year-old World War II veteran who set off three years ago from California in a nationwide running adventure to increase awareness and raise money for the preservation of his WWII navel landing ship, the LST 325. Ernie achieved his objective by reaching the Eastern seaboard on August 20th. By the way on HIS run Ernie was nothing but "nice" to strays like me, who he allowed the chance to savor time in the presence of greatness.

Happy trails of kindness...

## Timeless Wisdom

*"Running is the greatest metaphor for life, because you get out of it what you put into it."*

- Oprah Winfrey

### Watch



**What Do You Know About Who You Know?**

### From the Blog:

#### Which Should Come First? The Employee or the Customer?

Ok, I admit the issue of employee versus customer primacy falls into the category of unanswerable debates such as which came first the chicken or the egg. That said, many leaders continue to articulate a mantra that either the customer or the employee "comes first."

While I personally like to side-step this looping debate by suggesting that "all business is personal," and that personal connections must be formed with the people we call employees in order for those people to profit and serve other people we call customers or shareholders, I am convinced greater leaders have a penchant for forming meaningful personal connections at all levels of an organization.

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