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February 2007

The Spirit of Performance

Issue #4

Dear Timothy,

One of my Goals for 2007 - officially set and written down in my **It's A G.A.S.! Goal Achievement System** - is increasing my business serving medical practices that want to enhance Engagement > Improvement > Results pertaining to their leaders, managers, and front-line personnel.

This past weekend I was in Point Clear, AL, with the entire staff of the Gulf Coast Cancer Center. The opportunity to move forward with one of my goals excited me. I wanted nothing to go wrong.....

The Spirit of Engagement...

...and How It Helps with Goals



I was to fly Austin to Memphis to Pensacola, then drive to Point Clear. I learned in Memphis at 2 p.m., the MEM-PNS leg faced a 3-hour delay. I heard the announcement for boarding the flight to Mobile.

MOB is as close to Point Clear as PNS. I veered to that gate and asked if a seat was available. The agent said, "Yes. Do you have any baggage checked?"

"No, just these carry on's."

45 minutes later the plane was landing in MOB. I suddenly realized the agent's question meant, "Do you have any baggage that was checked on your *original flight*?"

To that question I should have said, "Yes! Everything I need to facilitate tomorrow's retreat for the Gulf Coast Cancer Center is checked on that flight to Pensacola!"

Tomorrow's full-day program at once became a challenge.

LaWonza Parker was the Northwest Airlines ticket agent in Mobile. Once I told her my essential suitcase was headed for Pensacola, LaWonza took control.

Hers was the perfect attitude for anyone who deals with patients, customers, associates, friends or family members. In other words, the perfect attitude for everyone! Six quick phone calls, each with the professional patience and necessary insistence to find a solution, were how

LaWonza's responded. After 10 minutes, LaWonza announced, "Your suitcase will be rerouted to Mobile. It's still in Pensacola. We'll have no problem."

Relieved, I headed for Point Clear in my rental car.

10 o'clock that night, comfortable at the Grand Hotel-Marriott in Point Clear, I answered the phone. I heard, "Mr. Wright, this is Andrew Raines with Northwest Airlines in Pensacola...."

"Pensacola?! Not Mobile?"

"No, sir. Pensacola. Will you be picking up your suitcase this evening?"

Pensacola is "the cradle of US Naval Aviation." I thought it normal—even friendly—that Andrew called me Admiral in each of our 5 phone calls to discuss how I would get my suitcase from PNS to Point Clear before 8 a.m.

45 minutes and 5 calls later, Andrew boasted, "Mr. Wright, I will have your bag delivered to your hotel tonight for no charge! Here's why: your name! I kept calling you 'Admiral' because I thought you were Admiral Timothy Wright. I worked for him for two years at the Florida Institute of Human and Machine Cognition. He's a hell of a man. I figure: you've got the same name, that's a sign I should get your suitcase to you. It will be there by 4 in the morning."

I went to sleep not worried.

I woke at 5 and called the front desk to ask them to send up my suitcase. No suitcase. I called the number Andrew had given me for the desk in PNS. Lisa answered.

"No, sir, your bag's not here." That was good news.

"No, sir, I can't track the delivery. I can call the delivery company. They'll track the driver and have him call you."

6:30 and the phone rang. "Mr. Wright? I'm Adam and I have your suitcase. If these directions are correct, I should be there by 7."

I called and asked the front desk to call me when the suitcase arrived. I'd pick it up on my way to the meeting room.

No call at 7:30. I dressed and strolled across the resort hotel grounds, appreciating oak trees draped with Spanish moss, salty air from Mobile Bay, start of a beautiful spring like day. I wondered when Adam—and my suitcase—would arrive. I turned the corner to enter the hotel's main building and conference center. A young man with sunglasses and a clipboard climbed out of an SUV. I knew. He circled the vehicle, opened the back door and pulled out my suitcase. What timing.

So, thank you, LaWonza, Andrew, and Adam. And thank you, too, Admiral Tim Wright.

Tips for Engagement and Goals

They DO Go Together!

Pride. Enhance your people's engagement by encouraging their pride. Show them reasons and ways to take honest pride in what they perform. Provide them opportunities to receive congratulations from others and to congratulate themselves.

Recognition. Establish regular (and frequent) opportunities to acknowledge and recognize members of your staff for accomplishments that come from their engagement in their performance.

Goals. Assist your staff in setting goals that both stimulate their engagement and promote their performance improvement. These goals should not be limited to the workplace and job responsibilities only.

- [It's A G.A.S.! Goal Achievement System](#)

Thought to Think On

Obstacles are those frightful things you see when you take your eyes off your goal.
--Henry Ford

Valentine's Offer

A Product Package with Heart



Less than a week until Valentine's Day so this is the perfect time for a Special Offer. And who says we can't give Valentine gifts to ourselves, anyway?

From now through February 15 (Valentine's + 1) I am packaging my 4 major products for the extraordinary low price of \$20 (+\$5 s&h).

[Click here](#) to learn more or place your order.

Here's what you'll receive for \$20:

- **Batteries Included: How to Charge and Recharge Your Creative Cells** (autographed)
- **KAPOW! 64 Blasts to Blow the Lid Off Your Job Performance** (autographed)
- **Wright Results Success Calendar**
- **The Perfect Notebook.**

For \$20 you'll be getting a package that lists at more than \$30 That's a 30% savings.

Place your order before February 15. Shipping is (almost) immediate.

- [The Valentine Package](#)

Make Goals Work in Your Practice

It's A G.A.S.! Goal Achievement System

If you read the #3 issue of Spirit of Performance., you got the lowdown on my new **It's A G.A.S.! Goal Achievement System** program. You may have requested my goal-setting article for your newsletter. (Click here).

The successful responses to **It's A G.A.S.!** please me. Yesterday (2/7/07) I presented a one-hour teleseminar for a state hospital association, explaining the basic concepts of **It's A G.A.S.!** and how it applies to the process of Engagement > Improvement > Results. During that hour I highlighted three ways to use **It's A G.A.S.!** for a staff:

- Voluntary
- Test Model
- Cascade Strategy

If you're interested in putting the **It's A G.A.S.!** process to work in your practice, it's as easy as

- Order a 10-Pack (10 workbooks plus a 3-page Facilitator Guide). [Click here.](#)
- Attend a **How to Make Your It's A G.A.S.!** teleseminar (no-cost). You'll receive dates, times and dial-in codes when you place your order.
- Run with it. You can always call or e-mail me if you have any questions.

To read more about the **It's A G.A.S.!** products, [click here.](#)

- [It's A G.A.S.!](#)

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Hope you will let me know of any Spirit of Performance thoughts, experiences, desires, or wishes you have.

I also hope you will feel free to share and/or forward this newsletter to anyone you know.

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