

Celebration is not just for the Holidays

The holidays will have come and gone in no time, but our celebratory spirit can live on. You probably want your clients / customers / patients to have a feeling of celebration and joy for having been served by you. When was the last time you felt a spirit of celebration of serving them or of being served by others? How open are you to being served so that it is celebratory? How have you celebrated with someone who served you well?

Many of us must learn to celebrate great service. It does not mean all-out party or only great tips (although those greatly assisted me during college). Specific recognition of what someone has done to serve you either verbally or in writing means an awful lot. Clients, customers, patients love to read about your success. When was the last time you asked a client for a referral or a letter of recommendation?

As presidents of our businesses we must remember that although we lead the vision of our company there are many who serve us so that we can perform well. For me, those with whom I must recognize include clients (paid work and referrals), family (encouragement and referrals), friends (questions and referrals), professional organization members (learning and referrals), neighbors (laughter and referrals), and organizations like my church (support and referrals), bank (advice and referrals), singing groups (spirit and referrals), etc. You might have noticed a certain theme herereferrals. Yes, you never know when you will impress or depress someone – so be vigilant and be open to being served and be ready to serve.

I wish for you a prosperous year, one of simplicity, abundance, and many referrals. The balance of abundance and simplicity is important and difficult to maintain. What can support us in our effort is our continued spirit of celebration – look for the awe and wonder of every new account, the beauty of a current one, the excitement of the prospect, and the joy of being served well by others who refer us. What would happen if we all resolve in 2003, to commit to referring and/or using the services of at least five members in an organization that you belong or of those who serve you well? That seems rather celebratory to me. We can then celebrate in the growth of not only our business but others.

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