

A GAME OF AVERAGES?

What is it about baseball that brings out that starry eyed kid in us?

Is it the smell of the concessions, the crack of the bat, watching a ball sail over the outfield fence, seeing our childhood idols, hoping for a chance at an autograph, catching a foul ball, the cheer of the crowd, or laughing at the old man belting out that 'ole favorite, "Take me out to the ballgame...for it's one, two, three strikes your out..." in between the 7th inning.



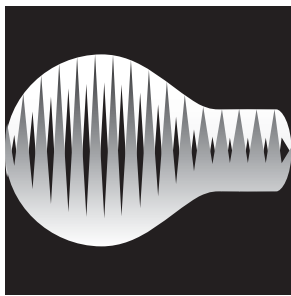
If you are a fan of the game, it's all of those. The complete experience is what draws us back year after year, game after game to relive the excitement. People also want to do business with an all-star company, one whose people are willing to go the extra mile, prepare daily, and execute when the game is on the line. So in a game of averages with stiff competition, and a short supply of funds, how do you measure up?

A couple of similarities I have noted:

1) No matter how skilled you think you are, or how many talented individuals you have on a team, you will never bat a thousand (1.000) over the course of your career. You will experience some hits, even fewer home runs and a plethora of strikeouts. Ask any successful baseball player, and they will tell you to hit 1 in 3 (.333) over a career is a great accomplishment. Your goal should be consistency, while striving for improvement. The greatest hitters spend lots of time working on technique, and correcting deficiencies.

Lesson applied to business: Choose your pitch carefully. You will not land every sale, or every customer, but the key is to continue swinging, with the goal of connecting with 1 out of every 3 contacts over the course of your career.

2) There are plenty of average businesses, filled with overpaid, underachievers.



They talk a good game, and look championship caliber, but are not. Your goal is to rise above the mediocrity in the marketplace through preparation, action, and execution. True competitors spend years refining their skills, working on the basics plus that one move or play that gives them a competitive advantage, then step on the field to compete, playing hard to win. This is the time to showcase what separates you from the others. Seize the moment. True champions do!

Lesson applied to business: Let your actions speak volumes. Win every time through a game plan consisting of preparation, and more importantly, execution.

3) There is no I, in TEAM. No business, or team wins by the action of one player. It takes everyone to win. The 1984 Detroit Tigers were one of the greatest teams in baseball history. They streaked to a record 35-5 start, shook off pesky Toronto for the division title, and then swept the Kansas City Royals for the American League Championship. When they overpowered the San Diego Padres in the World Series, they matched the '27 Yankees of Babe Ruth and the '55 Dodgers of Jackie Robinson to become just the third team in major-league history to lead wire-to-wire and also win the World Series.

Lesson applied to business: When it is a team effort, everyone becomes the MVP, and not only are you victorious, you dominate! Since everyone has exhausted their entire being into the success of the team, you should let them share in the spoils of victory. Reward them, and get ready for your next season of successes.

Give your employees/customers a complete, winning experience, that is championship quality, and watch how many winning seasons you enjoy, and that is the bottom line!

Warm regards,

Scott A. Williams