

How to Create a “Service Culture”

Upper management needs to be totally committed and passionate about it. Leaders need to really walk the walk and talk the talk. Whenever I am working with CEOs or upper management, I try to get them to understand they are like a conductor. They’ve got a baton in their hand and they are moving the baton back and forth just as though they’ve got an orchestra in front of them. The slower they move, the slower the entire organization moves; the faster they move, the faster the organization moves.

In a leader’s position, his or her job is to walk into the organization and create energy. When leaders walk in a room they are either going to give it energy and bring everybody up, or they are going to drain their people of energy and bring everybody down.

In my previous company, called Genesis Group, I had thirty-five full-time employees. Every time I went to grab the doorknob to walk into the office I ran this thought through my head, “Lights, camera, action!” I opened up the door and my job was to walk in and feed my employees energy. That was my job; that’s what I was paid to do. I’m still paid to give people energy when I am doing training seminars or keynotes.

Regardless of whether a leader is going through trauma such as a divorce, a car accident, arguments with family members, or any of the other events that can create personal anxiety, he or she has to leave it at the door. I am not saying it is easy, but if you are a leader, when you walk through the office door, your job is to put aside what happens outside the office, focus on your duty as a leader of people, and inspire and motivate your employees. Even if something happens within your business walls, your behavior in reaction to the issue may impact everyone around you. If a “fire” flares up—a problem or emergency—you can either throw a bucket of gas on the fire, which quickly escalates the problem, or you can throw a bucket of water on it to quickly extinguish it.