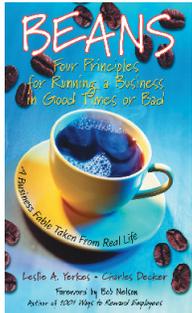


Who's responsible for the quality of your work relationships? You, and only you.



The quality of our work experience is a direct result of what goes into making that experience, of what each of us puts into it. Every day, each one of us chooses what those ingredients will be, what proportion of each we will use, and how good a final product we will brew. These elements are specific, certain, and universal. They are what I refer to as the Four P's: Passion, People, Personal, and Product.

The use of these Four P's will help you improve your work experiences whether you are an owner, a new manager, or an employee looking for a smarter way to work. But the only way to successfully judge your results is through the Eye of Intention. Before results can be judged, you must be certain about your intentions, about what you were trying to achieve. If you don't know what will make you happy or what your goals were, then it's not possible to know whether or not you are successful. When the intentions of the employee and the manager and the company are not in alignment, then working relationships are less than satisfactory; and no amount of passion or good product will alter or improve the work relationships.

Once you have viewed the work relationship through the Eye of Intention, you can begin to work on the Four P's.

Passion. You have to have it for what you're doing, for what you are achieving. When people love what they do, they don't feel like earning a living is drudgery. And they begin to build a climate in which sharing their passion about their work becomes the standard form of behavior. And when you allow your passion to be the center of your work, your work becomes play. And that makes work fun, and ultimately successful.

People: both customers and co-workers. Finding and creating good employees is the first challenge of any business that wants to be successful. You do that by looking for people who share the same values and then training them in the skills they need for their particular jobs. When a company is filled with good people, it seems to attract good customers. And good customers are the backbone of a successful business.

Keeping good customer is a function of making it Personal by creating a connection between the customer and the business that extends beyond the product. This kind of connection builds loyalty. Everybody likes to be a regular, to feel like they are recognized and known, to be part of a community. We all want experiences that make us feel like friends and not merely sources of revenue for a company.

The foundation of a company's success, is their

product. Good product can sometimes make customers overlook lack of attention the other three P's, but the other three P's may not be able to overcome the drastic and almost-always-fatal effects of bad product. When passion extends to ensuring the quality of the product, then success is almost always the result.

In concert, the Four P's work like this: Hiring people of good character and similar values and training them successfully is a direct result of having passion. Passion is the fuel; employees are the engines. When employees like what they're doing, they become loyal. Loyal employees produce better products and service. Better product and service attracts better customers. And better customers are loyal and ultimately mean greater lifetime value to a business.

Clearly, there are fine points to being in business: accounting principles, human resource procedures, and all sorts of things that cannot be ignored or short-changed. But the truth of the matter is that the Four P's and the Eye of Intention cover all the ingredients required for success. Because they are universal truths, if you get these fundamentals right, the rest will take care of itself.

And that's one of the great things about universal truths -- they work regardless of whether or not you believe in them.



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