

THE EXTRA POINT

BY JERRY ROBERTS



717 Ego and Taking the Wrong Road

A woman accepts an engagement ring, one that she had a voice in designing, then threw it back at her fiancé, saying it didn't cost enough. The parents of the prospective bride accused the prospective groom of treating their daughter like "cheap trash." I'm Jerry Roberts and the sordid details are next, with a business tie-in, on The Extra Point.

Listener James Howard posted this yesterday and suggested I chew on this story about a ring that didn't bring enough bling.

The girl and her parents said a proper suitor must spend 10% of his annual salary on the ring, or it wasn't enough. In this case, in their view, the ring should have cost \$15,000.

The fiancé said it had been a tough year, business was down, and he also had to take care of his elderly parents. "Be reasonable, my darling. Isn't my eternal love, plus a \$3,000 ring enough to win your heart?" The answer? "No way, Jose. Take back this thing from a Cracker Jack box and begone with you!"

While our fiancé ponders his future, it brings to mind a story that connects a business angle.

Her name was Megan, and she was a hotshot publicist for a Beverly Hills public relations firm that carried big name clients from the world's of TV, motion pictures, and music. Every year, Megan attended the Oscars, Emmys, and Grammy Award shows.

It was in the days before handheld cell phones. She had a phone wired in her car, and a pager that buzzed non-stop throughout the day. She worked 24/7, was very good at her job, and loved the world of celebrities.

Megan drove a sports car, had her hair cut by famed stylists, bought her clothes in Beverly Hills, and accompanied her clients to A-List parties. Everybody told her how great she was,

that she should own her own PR firm, and a couple of her big star clients said they'd support her if she went out on her own.

About the same time, the company's senior publicist announced she was getting married and leaving, and Megan was salivating over her corner office. It was in a high rise building, with great views on the occasional clear day in L.A. She knew she was in line for the promotion, and would also get at least one more major client to work with, which meant a pay bump. It was all coming together for her.

There was one thing she didn't know. Her boss, the owner and CEO, was trying to expand into sports. Athletes were negotiating multi-million dollar contracts, and their business managers were seeing the need to control publicity. The boss had hired a powerful PR pro in New York, with big connections in the sports world, who was moving to L.A. to start the division — and had been promised the corner office.

The boss announced Megan's promotion and had a small celebration to mention that Megan was now the senior publicist, with a new client to service, a pay increase and a new office. She was beaming, waiting to be escorted to her dream office. Instead, it was two offices down the hall, no mountain view, and about half the size of the other one.

Megan almost bit a hole through her tongue, waiting for the boss to finish, and she thanked everyone with a forced smile.

Then she marched into her boss's office and said, "No way! I've worked my tail off for this company, I'm the best you've got, and I want that corner office!"

The boss explained it wasn't possible, that he'd promised it to the new hire for the sports division. Megan went into full rant mode. (Con't.)

THE POINT
93.3 FM / 1350 AM / 104.3 FM HD-3

GUAM  TRAINING

The boss offered her a budget for new office furniture, plus she could have a second part-time assistant to add to her existing full-time assistant, which is gold in the PR business. Megan didn't skip a beat, continuing that it was an insult for someone like her to have to work in such an office. She deserved better.

The boss told her to take the rest of the day off, celebrate her promotion, and come back in tomorrow. Megan turned on her heel, and walked out.

Still on full ego blast, she went out and got drunk with a couple of her friends at the office, telling them she could start her own agency and take all the clients with her. One wasn't really a friend, and she went back and spread the gossip to everybody.

Megan's job performance dipped for the first time ever, and she locked horns with other workers, especially the new one from New York City, who loved that corner office.

She also told the boss he should treat her better, because she could leave to open her own company. The second time she did it, he fired her. She indeed started her PR business but — as the story goes — none of her former clients signed up with her. She struggled, finally landing a few small clients, enough to keep her going as she worked out of her condo. Her glory days were over.

The \$3,000 ring was an insult and made the bride-to-be feel like "cheap trash"? The office that was merely good, with a furniture budget and a part-time assistant, made Megan feel insulted?

If I was that fiancé I'd be on my knees, praising God for showing me who she and my potential in-laws really are.

I'm sure the PR firm's owner was sad to see Megan's career with them jump the tracks, but when a worker's ego gets out of control, to where they act like petulant children, sometimes it's best to cut your losses and start over.

If you take the words *great* and *attitude* and mash them together, maybe you can see that you end up with *gratitude*. It's the winning play. Every time.

That's The Extra Point. Be responsible and make something good happen today. For 93.3

and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

