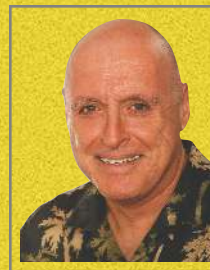


THE EXTRA POINT

BY JERRY ROBERTS



808 Dealing With a Manager's Toughest Problem

It's likely the toughest problem any manager has to deal with. Most don't have any answers for it. Maybe it's happening in your workplace. I'm Jerry Roberts and I'll tell you what it is, next, on The Extra Point.

I caught an article yesterday from a fellow named Harvey Mackay, who made his fortune in the envelope printing business, but gained national recognition when he wrote a book entitled *"Swim With the Sharks."*

I've always enjoyed his perspective on business, and I want to share some of it with you today.

Mackay wrote about apathy, a condition that is a true pandemic, affecting many times more people than the coronavirus. We see it in stores, restaurants, government offices — apathy is pretty much everywhere we go.

The symptoms are when you hear things like, "That's not my job"... "I don't know and I don't care"... "That's the way we've always done it around here"... and workers are glued to the clock, waiting for the end of the work day.

Apathy is tough to deal with. Even God says so. In the Book of Revelation, chapter 3, verses 15 and 16, He writes: "I know all the things you do, that you are neither hot nor cold. I wish that you were one or the other! But since you are like lukewarm water, neither hot nor cold, I will spit you out of my mouth!"

When husbands and wives passionately argue in their marriage, it's because both are actively engaged. Counselors will tell you that, while arguing isn't the best state for the marriage, it's much better than if one or both no longer cares and just gives up.

The fighting means they're still in it, and there's hope. When that stops and neither party again makes an effort, that's a marriage in name only.

The antidote for apathy is enthusiasm, creating sparks and hoping one of them turns into a blaze. Have you ever been in a state of apathy, and you encountered somebody who was totally sold on what he/she was doing. They walked in and you could feel the vibe.

They were excited about what they were doing. Maybe you thought for just a moment, "Man, I wish I felt that way about something... about anything."

Mackay told a story about a family gardening business, one that had been around for three generations. The employees were happy and so were the customers, who raved about the employees and the work they did.

Most people said the company workers had always seemed like happy folks, and it was assumed that was because they ran a successful business. Well, there's more to the story. The owner always wore a big lapel badge that proclaimed "Business is Great!"

It's true, their business was doing very well. They had tough times like everybody else, but the owner never took off that badge. His positive attitude never changed. Good times or bad times, he always had that badge on... "Business is Great!"

The badge wasn't there just to shout out or brag how awesome things were going, it was meant to hopefully start a conversation. That conversation could turn a sour attitude into a more positive one, and lead to a sale.

People walked through the door in a bad mood, and grumbling about problems, and they'd leave with a smile on their face, happier after having been showered with the owner's enthusiasm.

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One day, when the owner had a quiet moment, somebody asked about the business and the badge, and how it all came about. The owner confided, "The badge came first. The great business followed."

Author Wayne Dyer once took the statement "When I see it, I'll believe it," changing it to "When I believe it, I'll see it." It's the same thing as the badge. We have to envision our success before we even start, then let that drive us forward.

Got apathy where you work? Find ways to make those sparks, and generate enthusiasm. See what you want, believe it can happen, and work towards it. Start with baby steps and work up from there. It can happen, but you have to start. How about now?

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.

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