

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1,000 These Words Can Make *THE* Difference

Today marks 1,000 times this program has aired on Ray's show. To mark the occasion, what special words could I come up with that would be appropriate? I'm Jerry Roberts and as I considered that yesterday, I think the right words came to me. I'll share them with you, next, on The Extra Point.

A thousand commentaries. We've talked about so many aspects of workplace life in the past four years.

I wanted today's talk to reflect on some of the fundamental principles that I fully believe in, things that I feel everybody should believe in.

I hear managers complain that too many of their workers don't really care about their jobs. They may show up, but they don't make the effort needed.

Could the manager's approach in dealing with the worker create improvement?

In the past four years you've heard me talk about Big Ed, my first boss. I was so blessed to have him as a manager right at the start of my career.

Ed showed me that when a manager made the effort to get to know a worker, showing interest in their growth and well-being, that worker would show greater interest in their job.

That's as basic as it gets. I wrote a course around that simple concept: RPM: Recognition, Praise and Motivation. Treat folks well, let them know you're in their corner and you want to help them grow, and in most cases you'll see that growth and a more engaged worker. You may not win them all.

Some workers won't respond the way you hope. That said, I believe your success rate will make you want to stay with the practice.

I believe you'll set some people on a track to actually have a "career," not just a series of jobs they bounce in and out of.

A manager who can inspire talent, grow talent, and help talent move on to bigger and better things ... is a major asset in any organization. Make the effort and be that kind of manager.

I didn't want today's Extra Point to be just about managers. I wanted words which could reach all workers. No matter what your position is in your organization, there would be something in it for you.

That desire took me back to the second week of this feature, Valentine's Day 2018. I entitled that commentary, *The Greatest Speech Ever Made About Work*.

The words, beautiful words, came from Dr. Martin Luther King, Jr. in a 1967 talk to junior high school students in Philadelphia.

King was a powerful force in issues relating to worker's rights, not just civil rights. While he definitely pushed employers for equality in pay, benefits, and working conditions, he also held the workers themselves accountable to give greater value in their jobs.

In that speech to the students, he said this:

*"...And when you discover what you will be in your life, set out to do it as if God Almighty called you at this particular moment in history to do it. Don't just set out to do a good job.*

*Set out to do such a good job that the living, the dead or the unborn couldn't do it any better.*

(Con't.)

*If it falls your lot to be a street sweeper, sweep streets like Michelangelo painted pictures.  
Sweep streets like Beethoven composed music.  
Sweep streets like Shakespeare wrote poetry.  
Sweep streets so well that all the hosts of Heaven and Earth will have to pause and say:  
Here lived a great street sweeper who swept his job well.*

*Be a bush if you can't be a tree.  
If you can't be a highway, just be a trail.  
If you can't be a sun, be a star.  
For it isn't by size that you win or fail.  
Be the best of whatever you are."*

Be the best of whatever you are. It's not about the best that someone else is. Dr. King was talking to me and to you, imploring us to be the best we can be.

Careers and, indeed, lives can turn on words like these.

Thank you for listening, whether you're new here or you've been with us from the beginning. Thank you for the kind words many of you have expressed in the Facebook chat, as well as in private emails, texts, and calls. It's all greatly appreciated.

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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