



June 29, 2008

Team:

Leadership really matters; it creates and harnesses the energy of our employees, gives them direction, challenges them, and coordinates and synchronizes their efforts. Leadership is one of the most important leading indicators to a company's future, unlike the financial results which account for a company's past.

Our jobs in part are to see things in a broader context by using our ability to analyze and process the large amounts of data that are required to continually make the best personnel choices that are designed to strategically improve both our customer service and our profitability.

Whether an internal or external talent search has yielded the potential "new" leader, they must have the raw talent to be developed then confirmed by allowing them to practice in the real world and by working with them to convert that acquired experience into improved skill and judgment.

A would-be leader that merely talks a good fight does not possess the same skill set as one that has the ability to produce long term results by mastering new skills, rapidly absorbing knowledge, then communicating that skill and knowledge through a common sense business head for understanding the cause and effect of how our company makes and retains money.

As a leader we must select the right people for the job and then motivate them to work as a member of the team to achieve, and then exceed expectations. We must be able to diagnose and fix any errors in our selection process in a timely manner, while maintaining an enthusiasm for selecting people who are better than we are. We must use our subordinate leadership selections to help propel our teams to new levels of accomplishment.

Quality leadership at all levels has a huge impact on the everyday success of our company and I believe that our company can develop as many leaders internally or externally as we need once we think clearly about what a leader truly is and what's required to develop one .

Make it a great week ...or not. The choice is always ours

John T. Brown  
COO West Region