



March 17, 2009

Watco Team,

This week in continuing to focus on Coach Wooden's "Pyramid of Success" I'll introduce Building Block #3 – Friendship. For review, Building Block #1 was Industriousness and Planning, Building Block #2 was Enthusiasm.

Humans are social beings who are interdependent and seek relationships with one another as a natural part of our nature. These relationships allow us to enjoy the comfort of being a part of something larger than ourselves. Since we are all unique with different strengths and weaknesses, relationships serve to combine the talents of many into a unit that can be better than we can be alone.

Friendship is a relationship based on mutual respect and a desire to support each other with a selfless intent. A friend is someone who is willing to share equally in our difficulties as well as the good times. Friends help each other; they don't use each other. In other words, friendship is doing for another without expectation for reciprocal benefit. Having someone who is supportive and devoted to our well being when times are tough is worth more than anything else in this world.

This is also true in the business world. Although the dynamics are different in business relationships, having supportive leaders and team members is crucial in achieving organizational goals. Leaders in an organization are responsible for each individual and the group as a whole. Effective leaders must be able to bring order and focus to an organization; to combine an array of human resources in such a way to successfully achieve a common purpose. The most effective form of leadership occurs when members of the group respect the leader and willingly perform their duties based on that respect. Ineffective leadership usually occurs when people act based on respect for the leader's position in an organization.

Leaders gain the respect, trust and loyalty of those they serve when they commit themselves to be sincerely concerned for the well being of others in our organization; when they serve others with a selfless intent. This must not be interpreted as a willingness to neglect management responsibilities for the sake of wanting to be liked by others. In fact, just the opposite is true. Executing the management process in a quality manner is how leaders ensure that every person for whom they are responsible understand the expectations for their job

performance. Once expectations are understood, leaders must be dedicated to coach and teach their People to achieve success based on a timely and accurate assessment of their performance. Finally the leader is responsible to fairly and honestly hold People accountable for their performance.

Effective leaders always strive to help others in the spirit of caring for their success and well being. In doing so, we build trust among the team which forges the multiple talents within the team into a stronger, more cohesive unit.

This week I challenge each of you to make a list of the people you consider either a friend or an associate in the workplace. Next to each name assess your motivation for the relationship you have with that person and the benefits you provide in that relationship. Once this is done, ask yourself if you are a positive influence and benefit to that person or a detriment? Are we concerned with teaching and guiding others to be successful or are we more focused on our own success? Do our words and advice to that person create a positive influence or is what we say a detriment to the success of others and the Company? If we find opportunities for improvement, make a commitment to change the quality of our relationships for the higher purpose of helping others to be the best they can be. In the end we will find our life is more enjoyable and fulfilling when we make helping others the center of our focus.

A handwritten signature in black ink, appearing to read "J. Brown", located at the bottom left of the page.