

Just One Step Short

A business was close to winning a lucrative contract with FedEx. The team working on the bid put in long hours and tried to cover every possible contingency to make their ideas and presentation as effective as possible.

Once their proposal was triple-checked and ready, it was turned over to the team leader's assistant for delivery to FedEx. To the team's shock and dismay, however, it did not win the contract.



When the team leader contacted FedEx to ask what procedure or figure had been unsatisfactory, he was told nothing was wrong with the bid – only with the delivery.

It seems the package had been delivered to FedEx by archrival UPS.



Should blame fall on the assistant who had unthinkingly used her company's usual courier, UPS?

Perhaps. But when every detail counted, why didn't the team leader provide specific directions about that final item as well?

The lesson? What's obvious to one might not be obvious to another.

And in our business – Life Care, Century Park and Life Care at Home – there are details galore, and every one of them has significance.

We are dealing with the health and well-being of people, our true treasures. Careful attention and communication among all the team players will produce the right results.

– Beecher Hunter