

The Window Washer

A window-washing company was cleaning the exterior window of a condominium complex one day. A crew member mistakenly began to wash the windows of a unit that was not on the schedule. The owner of the condominium came rushing out and said to the window washer, "I didn't order this service. I have no intention of paying you for this work."

The man washing the windows thought fast on his feet and replied, "That's okay. Every time we do a condominium complex, we do one extra unit 'on the house' to show owners such as yourself what a fine job we do, and to show you what you are missing."

The owner of the unit was so impressed that he signed on for the service the next time the company visited his complex. The company executives, hearing of his tact, decided to adopt this approach as a sales gimmick. It turned out to be the best boost to business the company had ever experienced, and the quick-thinking employee earned a raise.

What if every associate of Life Care, American Lifestyles or Life Care at Home acted in their daily responsibilities or communicated with others as if they owned the company? Would our performance level, the generation of ideas, our interaction with others be different?

In a very real sense, you do have ownership in the company, because you are investing your time, your energy and your personal abilities in its outcomes. So, be proud of your company – our company – and let's find ways to make it even better.

--Beecher Hunter