

Those Deer Crossing Signs

All of us agree that communication is key to the success of any business, institution or relationship. Sometimes, the failure to communicate may be that the parties involved seem to be coming from different frames of reference, backgrounds or completely different understandings.

Carl Mays, author and motivational speaker from Gatlinburg, Tenn., recently told a story in his column that proves the point.

A Fargo, N.D., woman named Donna had been in three separate automobile accidents involving deer over the past few years and was aware of other vehicle-deer accidents. She said she had contacted some newspapers and television stations to complain and to offer a solution, but couldn't get anyone to take her seriously. And then Donna finally got an opportunity to vent her frustration and advance her solution when she telephoned a Fargo radio station call-in show.

She said something to the effect of, "Why are we encouraging deer to cross the highway in high-traffic areas? We even have signs up encouraging deer to cross on the interstate, of all places."

Donna then voiced her solution: "Move the 'Deer Crossing' signs to low-traffic areas where it is safer for the deer to cross."

The radio host was taken aback, paused, and then politely explained to Donna, "You know, ma'am, deer crossing signs aren't telling deer that it's safe to cross at those locations. The signs are posted to alert drivers there is a high deer population in those areas."



Donna still didn't get it, and was quite demonstrative in saying so.

Wondering if that story is a hoax or a prank, Mays allowed as how – whether it is a true story or a farce – it does “present a great example that sometimes people can appear to be from a different planet when it comes to the important process of communicating. And, at times, for some reason, you and I may be the ones seemingly far away.”

As the late NFL Hall of Fame football coach Vince Lombardi told his players during his first meeting with the team after joining the Green Bay Packers: “Let's get down to the basic, nitty-gritty fundamentals of what this is all about, work together to communicate with one another and perform well enough to become champions at what we do.”

And that advice applies to Life Care, Century Park and Life Care at Home.

– Beecher Hunter