

'Those Picky People'

A trade association excitedly put together a mass mailing touting its new products and services.

One executive looked over the materials and declared them ready to send to the printer, then on to thousands of customers.

“Shouldn’t we have someone in the editorial department look this over for errors?” an administrative assistant asked.

“No way,” the executive snorted. “I can’t stand those picky people. They’re always quibbling about the grammatical errors in our stuff and driving me crazy! I mean, who cares about a misplaced comma here or there? We have to get this mailing out next week. We can’t afford any delays!”



So, the mailing went to the printer, then on to the association’s vast mailing of current and prospective customers. The association beefed up its inbound telephone customer service staff in anticipation of increased business.

But the company was puzzled when no calls came in about the mailing. Within a couple of weeks, an editorial staff member found a copy of the brochure that was the centerpiece of the mailing.

“Hey,” she said to the editor-loathing executive, “did you know that you have our toll-free order number wrong in this brochure?”

As this association learned the hard way, it’s never a good idea to shortcut quality control – or disregard the expertise of fellow workers.

The pursuit of quality in every aspect of our business in Life Care and Century Park is paramount, because we are dealing with human lives.

There is no place for shortcuts here. We must deliver the same high degree of service that we would expect for ourselves or our loved ones.

And we should seek to benefit from the collective wisdom of those who surround us.

Do not be wise in your own eyes; fear the Lord and shun evil. This will bring health to your body and nourishment to your bones (Proverbs 3:7-8 NIV).

– Beecher Hunter