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From Average To Awesome

by John Tschohl, Founder and President, Service Quality Institute, Minneapolis, MN - August 1, 2016

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Howard Schultz, CEO of Starbucks says, "*There are moments in our lives when we summon the courage to make choices that go against reason, against common sense and the wise counsel of people we trust. But we lean forward nonetheless because, despite all risks and rational argument, we believe that the path we are choosing is the right and best thing to do.*" I advise people to "shake off" setbacks and keep moving forward. How many people have had smooth beginnings? How many people have failed at their first attempt at success? Lots. And... they have failed more than once on their road to successful businesses and what people thought they could do. They did not listen, they forged ahead.

Walt Disney: Today Disney rakes in billions from merchandise, movies and theme parks around the world, but Walt Disney himself had a bit of a rough start. He was fired by a newspaper editor because, "he lacked imagination and had no good ideas." After that, Disney started a number of businesses that didn't last too long and ended with bankruptcy and failure. He kept plugging along, however, and eventually found a recipe for success that worked.

Albert Einstein: Most of us take Einstein's name as synonymous with genius, but he didn't always show such promise. Einstein did not speak until he was four and did not read until he was seven, causing his teachers and parents to think he was mentally handicapped, slow and anti-social.

Thomas Edison: In his early years, teachers told Edison he was "too stupid to learn anything." Work was no better, as he was fired from his first two jobs for not being productive enough. Even as an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb.

Fred Astaire: In his first screen test, the testing director of MGM noted that Astaire, "Can't act. Can't sing. Slightly bald, can dance a little." Astaire went on to become an incredibly successful actor, singer and dancer and kept that note in his Beverly Hills home to remind him of where he came from.

Charles Schultz: Schultz's Peanuts comic strip has had enduring fame, yet this cartoonist had every cartoon he submitted rejected by his high school yearbook staff. Even after high school, Schultz didn't have it easy, applying and being rejected for a position working with Walt Disney.

J.K. Rowling: Rowling may be rolling in a lot of Harry Potter dough today, but before she published the series of novels she was nearly penniless, severely depressed, divorced, trying to raise a child on her own while attending school and writing a novel. Rowling went from depending on welfare to survive to being one of the richest women in the world in a span of only five years through her hard work and determination.

Michael Jordan: Most people wouldn't believe that a man often lauded as the best basketball player of all time was actually cut from his high school basketball team. Luckily, Jordan didn't let this setback stop him from playing the game and he has stated, "I have missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot, and I missed. I have failed over and over and over again in my life. And that is why I succeed."

What's the one thing all of these people have? They all took 100% responsibility for the life they live. They chose to be awesome. How many people in your life have set the bar high? Have set an example for you? Why not be

the one that sets the example for others. If you are looking for the magic bullet to improve your life, your career, and your relationships you gotta do what it takes. The cornerstone of success is comprised of four simple principles:

- Belief
- Dedication
- Focus
- Skill

Every great accomplishment either in business or in life came as a result of someone making a decision and executing what they wanted. Nothing just happens. Innovative, risk-taking people make things happen!

“Get ready to join the ranks of the world’s highest achievers!”—John Tschohl

John Tschohl is an international service strategist and speaker. He is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service including Moving Up. The Service Quality Institute (<http://www.customer-service.com>) has developed more than 26 customer service training programs that have been distributed and presented throughout the world. John’s monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.