

Care Matters

I CARE MATTERS

We all know this is true when we are dealing with someone who genuinely cares about the service they are providing and vice versa, when someone clearly doesn't.

We experience a distinct difference when working with or employing someone who truly cares about their job, their organisation and their customers, and someone who doesn't.

Care is not something that can be faked, although people try. It's either present or it's not - we can generally feel if it's genuine. The thing about care is that it benefits everyone involved. Desired outcomes are much more likely to be achieved, or at least a greater understanding gained of what is required to achieve it.

So if the 'payoff' is so high why don't we experience it all the time, in every business and in every interaction that we have? From my perspective, the reason is largely because as humans we often lose sight of what we truly care about. Negativity, limiting beliefs and thoughts can have us caring about less important things.

For instance, we want to give someone constructive feedback, with an intention to help and bring about change. But we don't want conflict. We worry about what other people think, there might be a lack of confidence, a fear of failure or a belief that we can't or don't know what to do. If we then decide not to do it, or put it off, in that moment we are caring more about these things than we do about our original positive intention for change. Which if looked at deeply, generally ends up with negative outcomes and feelings for everyone involved, the direct opposite to when there is genuine

care present for the 'bigger picture' outcome.

These are challenges we all face in life, with varying degrees of success, so how do we create a business that genuinely cares?

The starting point is with YOU. Whether you are a business owner, manager, employee or contractor, you can take the first step. As soon as you do, change commences.

In my opinion there is probably no more powerful ingredient in business - and in life, for that matter - than I care . . . for someone, an experience and/or something I want to create, change or improve.

If there is something you want to create, change or improve maybe this will be of some help to you.

I intention: A statement of intent, created from care, powered by decision and fuelled by willingness.


C clarity: Of what is truly important to you and what is getting in the way now.

A alignment: Align your intentions, words and actions with what you truly care about.

R responsibility: Take responsibility, in every moment, to be the change.

E energy: It will no doubt take practice, perseverance and energy.

Start with simple steps, making sure not to let any 'BUTS' stop you. You may want to seek some backing and support and enlist others in the cause. Often people are waiting for someone else to start.

Go well. 

ABOUT THE AUTHOR

Greg is a Director of Noosa Van Lines and a Leadership Mentor. He has held a number of senior management roles, culminating in 10 years as a Group General Manager in one of Australia's highest profile companies with a divisional work force of over 6500 employees. He is passionate about helping people succeed in business and in life and in helping develop leaders with this approach. More at www.noosavanlines.com.au/care-matters/



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