

# BASICS

A Brown and Eells Presentation

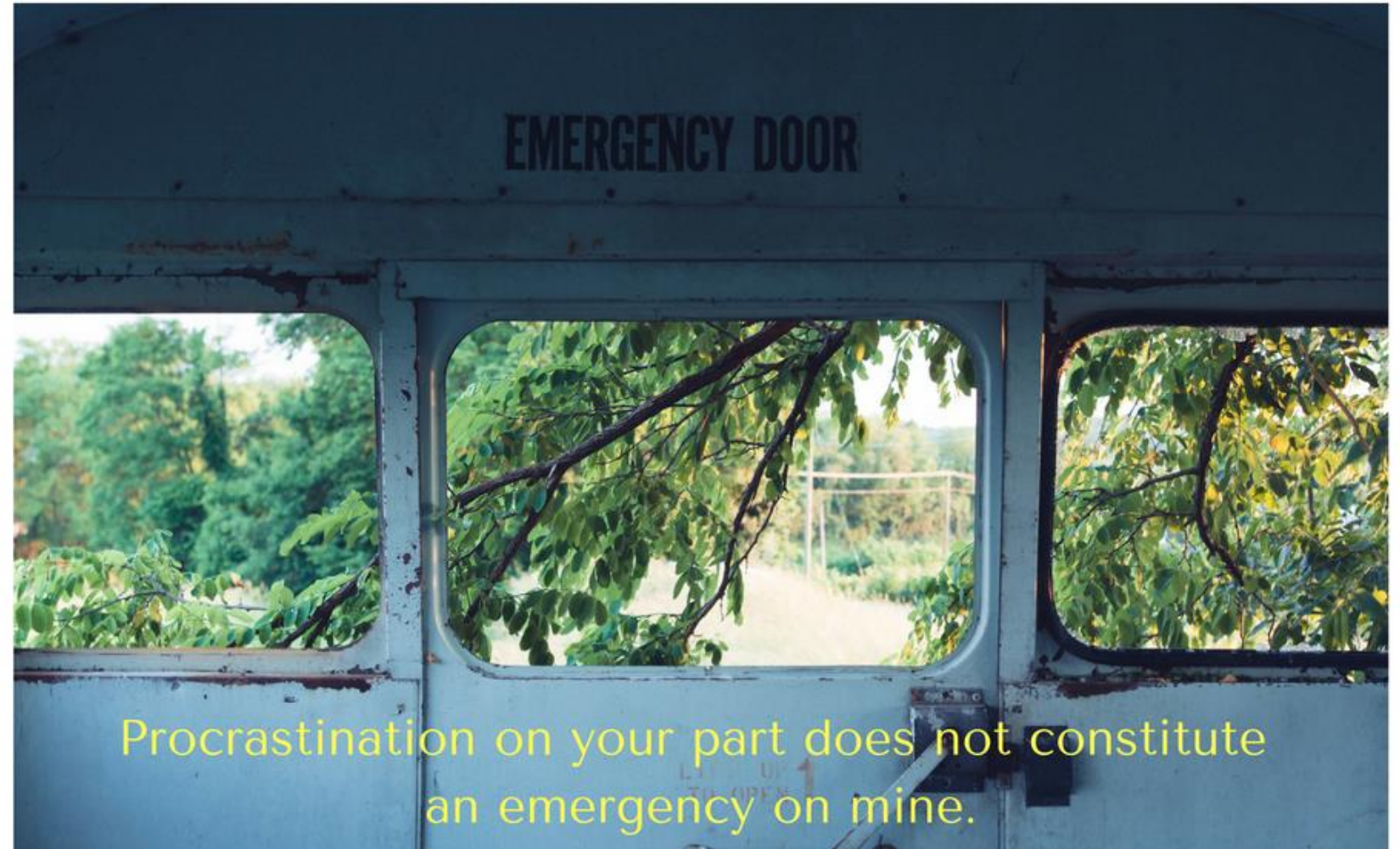
“There's a remarkably close and consistent link between how internal customers are treated and how external customers perceive the quality of your organization's services.

A commitment to serve internal customers invariably shows itself to external customers.

It's almost impossible to provide good external service if your organization is not providing good internal service.”

– Benjamin Schneider, University of Maryland

Set clear expectations.



Procrastination on your part does not constitute an emergency on mine.

Always keep customers informed on project progress.



Hang Out.



Get the big picture.



It's never too late to think big. Widen your horizons. Look beyond your normal limits. See things in a larger picture. Consider the next step. The flow-on effect. Opportunities will become evident. Motivations will become clear. Perspective will emerge. One must live the way one thinks or end up thinking the way one has lived

— *Paul Bourget* —

AZ QUOTES

Update your  
calendar.



Close the loop.





Appreciate your  
co-workers.



Keep a positive  
attitude.

The committee of negativity  
meets somewhere else.



Solve problems.

