





## THE PACESETTER WAY HUDDLE NOTES

**Consider Big Picture and Circle of Influence: You and your team rely on the success of all other teams within the organization and upon Pacesetter as a whole. Consider the impact, both upstream and downstream, of your communications and actions. Are they true? Are they fair? Do they foster teamwork and improvement? Do they benefit the organization?**

Wow!! I hope you all got to watch the College Football National Championship last night. What a game! Of course, being headquartered in Atlanta we have a lot of Alabama and Clemson fans in the Pacesetter family. I think there may be a certain VP here in the office that is going to have to make good on some bets today.

One thing I admired last night were the comments from Dabo Swinney, Clemson's head coach, after the game. As an Alabama alumni, he acknowledged his roots there and his love for his alma mater, even though he just defeated them. He also specifically mentioned the Clemson fans that support his team, but perhaps couldn't afford tickets to the game. This guy had just knocked off the kings of college football, and his thoughts were with his competition and his grass-roots fans. He was truly considering the big picture and how he influences them.

Now, for some remarks from our champions closer to home:

-  Justin gave a shout out to Darris and Thomas H, our pricing area, in recognition of this week's Pacesetter Way. Their position within the company puts them in a very challenging spot day in and day out. They are constantly balancing the interests of some very strong willed commercial leaders with the necessary conservative operations positions. Each day they handle with grace the intricate communications that are distributed internally as we make company altering decisions. Their actions represent the epitome of this week's Pacesetter Way.
-  Thomas Sulkowski acknowledged Betsy Nolan: Betsy is championing the Transactional Sales Process Optimization effort. Through automation, this project will streamline the phases of the current process from order entry to order fulfillment. The resulting impact will allow us to fill orders more efficiently which will open more bandwidth for both account executives and production control.

- 🏈 Lauren Bryson gave props to Melissa Blickem: She knows the impact of communication with customers. The majority of my sales are customer pick-up from Sauk Village. She has learned my customer's preferences (and pain points) and does a great job keeping them happy, but also being Team Pacesetter. She will cater to their wants & needs. To me, she is a daily example of considering the big picture & circle of influence.

Next week we'll be rooting the Falcons through the playoffs. If you haven't been following, this is their last season at the Georgia Dome before the move into a new stadium. The new stadium is sponsored by Mercedes Benz and has ALL the bells & whistles to keep their fans happy. It's a great example of our next focus:

**Address Customer Wants:** Know your customers, both as a company and as individuals. Always take the opportunity to learn something new about them. Actively listen. Ask Questions. Learn their business. Know who they are. Understand their culture, the challenges they face, and the goals they have defined.

Let's push for another score!

Check in with us again next week to find out all the ways we represent this behavior during our next Monday huddle! And be sure to comment on our [website](#) about all you are doing to live out these fundamentals!

