

The Pacesetter Way

It is everyone's individual responsibility to appropriately encourage and help all associates consistently follow these behaviors.

6. Be Relentless in Improving Pacesetter: We own the process. Always seek new ways to identify, analyze and improve existing processes within our organization. This increases profits, improves performance, maximizes productivity, and accelerates our growth.

I love the word relentless chosen for this fundamental. I think it is natural human nature to want to strive to be better and to find ways to improve. Status quo is not all that exciting or intriguing. This fundamental is not about that general desire to be better or to better our organization that lies within each one of us. It's about the action we take because of that desire. Be relentless!

To me, being relentless means your desire has no bounds. It means that you will act with intensity and severity and at the appropriate pace to accomplish the task at hand. So to be relentless about improving Pacesetter means an unending desire to continuously improve in every area of our organization. To constantly be seeking new ways to do things, better ways to do things. To seek an understanding of best practices and integrate them into our processes. It means continuing to grow and learn as individuals so that we can bring back new ideas. It means facing every challenge head on and when faced with adversity plunging forward. It is not always easy to implement new processes or strategies. It's not easy to advance. It takes being relentless. It takes effort. It takes commitment and dedication to seeing a project or initiative from start to execution.

If it's so hard, why should we put in the effort? Why don't we embrace the status quo. The status quo is a misnomer. It doesn't really exist because if you aren't moving forward, you are moving backwards. Others will advance and so must we! The question is, do you advance at a slow pace and struggle to survive or are you relentless and advance at a pace that makes you THRIVE! The rewards far outweigh the challenges. And the feeling of overcoming said challenges is priceless.

As CEO, it is my expectation that all Associates take responsibility for relentlessly improving Pacesetter. We are all on this team because we are talented. We each have a unique perspective, different experiences, and a variety of skills that we can contribute in a much larger way than just "doing our role." We have defined roles and positions AND it is also our responsibility to look past those roles and collaborate with others to find and implement ways to improve Pacesetter.

"If you are going to doubt something, doubt your limits." - Don Ward



Aviva Leebow Wolmer
Chief Executive Officer