

To Raise or Not To Raise....

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To Raise or Not To Raise....

Do you always seem to be the one that expects More From Those Around You?

Does anyone ever say to you "let it go, it doesn't affect you so why are you wasting your time"?

It is easier to ignore what others do, and just say to yourself, "to each his own", than to make anyone accountable. But what happens when "no one" keeps anyone accountable?

Quote:

"It is not only what we do, but also what we do not do, for which we are accountable."

- Moliere

Lowering the bar and making excuses does not help anyone.

I know it is hard to let someone know when they are not doing something to their full potential, or something is not up to expectations; but, if you do not say anything, then nothing will improve.

And, because **you know you should have said something about it**, you will probably start thinking about it, and thinking about it, until you get mad and just say forget it!

I am not going to deal with this any longer. Just shutting that person off or losing your temper. Or, if it is someone you do business with, you just stop using their services or stop using their products.

Then that person is IN SHOCK, and says to you "I had NO IDEA you felt that way, why didn't you ever tell me anything was wrong?"

And you might think "**well they should have been able tell by the way I was acting**"; not really; if you are acting different with them, they think it is you that has the problem, not them.

Or, you might think, **they should just know they are not performing well**. This will probably come as a Surprise to you; but NO they usually don't know; it is something about human nature; we think we are always at our peak performance, even if those around us know we are not. So, **until someone brings it to our attention we think everything is just fine**.

Expecting more makes everyone better; it makes our families, our jobs, our businesses and our Country better.

By not accepting just O.K. Performance, or just O.K. Service, or just O.K. Products, we will help everyone get better. There is nothing the matter with this, it is called "RAISING THE BAR".

BUT, before we can start RAISING THE BAR for others, we need to RAISE THE BAR on ourselves first. This will make us more UNDERSTANDING and more FIRM when we do RAISE THE BAR for others.

We do not want to come across as mean spirited, a nag, or a complainer in the way we RAISE THE BAR for others, but we will do it in the same way we did it for ourselves, SLOWLY and LOVINGLY, but FIRMLY.

Business:

In the business world, the reason why RAISING THE BAR is so important, is because in Today's economy, people are expecting more.



Tammy Taylor, CEO, Tammy Taylor Nails

And in order for a business to thrive, it needs to be at PEAK PERFORMANCE every day; every day has to be like the SUPERBOWL.

Services and products that were once treated like a "necessity" are treated more like a "luxury" now!

Mediocrity...

Where before, in a good economy, we accepted just O.K. or mediocrity, and it did not bother us much, because we just figured we could pay to have it done again or give it away and buy another one.

But now, our whole way of thinking is changing; we just can't throw things away and get new ones or pay to have something re-done.

We are now demanding more value for our money.

Quote:

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."

- Donald A. Adams

Businesses "now" have to convince consumers that they are going to get the very best value for their dollar with the:

- Best Quality
- Best Service
- Best Guarantees
- Best Education
- Best follow up
- Etc...

The KEY IS: People will spend their money, but they will need to be 100% sure they are getting the best.

People will remember the bad quality or a bad service long after they have forgotten the price.

None of us want cheap, because we know that is never a good investment. Whether it is cheap nails, or cheap clothes, or a cheap dishwasher, because we know it will fall apart and we will end up spending more.

Quote:

"Truly great companies are built on ideals, not just deals."

- Al Watts

But, if the businesses that sell more expensive services and products do not GIVE PEOPLE THEIR MONEYS WORTH, people will take their chances and buy cheap; because they were not convinced of the value they were getting with more expensive services or products.

The GREATEST THERMOMETER you will ever have to help decide if your business will thrive in the New economy is:

ASK YOURSELF

If you had to pay someone exactly what you charge for exactly what services or products you are selling - Would you pay it?

Or, would you want more value for your money?

*with love,
Tammy Taylor*

Proverbs 21:5

Good planning and hard work lead to prosperity, but hasty shortcuts lead to poverty.