



Advancing Excellence

Tips for Advancing Excellence

By Jeffrey E. Banning, President/CEO

As we begin the last year of the first decade of the 21st century, I am confident that the truly exceptional companies have an opportunity to stand out even more than before. Indeed, if you embrace the concepts that are outlined below at all times and in all situations, you will find much satisfaction—and your company will experience much success:

- First, you must build momentum. To start, you may have virtually none at all, but rest assured that it will develop quickly if you are committed to *uncovering the optimistic, acknowledging the realistic, and rejecting the pessimistic*. This balanced perspective will allow you to move forward with excitement and without becoming distracted by the challenges that will cross your path along the way. When you don't feel excited, *choose to be excited*. Until it becomes a habit, a good attitude is oftentimes the result of an act of the will—not the positive emotions that come and go. And, since it is impossible to separate our "selves" into two parts—"work" self and "personal" self—be sure to keep this positive attitude alive at home as well.
- Look for opportunities to compliment your fellow team members for a job well done. At Trinity, one way that we do this is through "peer-to-peers." When a team member wishes to show appreciation for another, he/she completes a form that is then posted on a large corkboard in the main area of the building for all to see!
- Work hard even when you think no one is watching. In so doing, you will quietly set an example for others—inspiring many of them to follow suit. Complacency is one of your biggest enemies, so when you believe others are not pulling their weight, share this with them. You will not feel like you are being a hypocrite for so doing so long as you yourself have been giving it your best.
- Each day, set expectations for yourself and others that are higher than the ones from the day before.
- Redefine processes. Once you have found new and more efficient ways to do things, execute!
- Commit to being a "knowledge seeker." Read, and seek counsel from a wise and trusted mentor.
- Know that your job is to serve those around you. Practice "The Golden Rule." Value others as much as yourself. When you see a person in need, show them *genuine* concern in whatever form that might take.
- Stand united; fight together; and believe in one another.
- In difficult situations, be honest and straightforward, but maintain a diplomatic spirit. Whenever possible, resolve issues with another without the involvement of a third person (e.g., manager).
- Don't worry about who gets or takes the credit. Learn to find satisfaction in and of yourself as opposed to from the praise of others.
- Commit to the idea of continuous improvement. Challenge yourself to make more gains in 2009 than you did in any previous year.

Tips for Improvement

Never attempt to tackle everything at once. It would be unrealistic to expect a total, 100-percent transformation to occur overnight; indeed, you would be setting yourself up for failure. Instead, commit yourself to making small, 10-percent changes in the following areas:

- **Commitment:** Dedicate yourself to a cause—to making a difference. Peter Drucker once said “unless commitment is made, there are only promises and hopes; but no plans.”
- **Integrity:** Do the right thing. Take the high road. Act according to your good values. Choose to take the road less traveled; the path may be bumpier—the landscaper plainer—and the duration longer, but the destination will truly be worth the journey.
- **Perseverance:** Stay in motion. Push forward, and push through the difficulties—even if you don’t feel like it. One of my favorite leaders is Winston Churchill, and he once stated that “continuous effort—not strength or intelligence—is the key to unlocking our potential.”
- **Optimism:** Choose to look at the more favorable side of things. Keep going—even when the odds seem to be stacked against you. Focus on all that is right in your life.
- **Time:** Invest more in that which is important to you.
- **Creativity:** Think outside the box. Find unique solutions. Act on your ideas more.
- **Giving:** To once again quote Winston Churchill, he said “we make a living by what we get; we make a life by what we give.” Offer more of yourself and your resources—for it is in giving that you will reap the joy of knowing that you have touched the hearts and lives of those around you.

This year, have a “goal-attainment” mindset; in fact, develop one right now! Remove any boundaries to your success. Finally, remember how small changes can make a big difference in terms of improving yourself, your company, and the world around you.

About the company: Trinity Transport, Inc. is a logistics company with headquarters in Seaford, Delaware. Trinity has regional service centers in Atlanta, Georgia; Euless (Fort Worth), Texas; Kansas City, Missouri; and Denison, Iowa and operates throughout North America. The company has been named by Inc. magazine as one of the 5,000 fastest-growing privately-held businesses in the nation for the past two years; has been one of the top 20 freight brokers in the country for six years running according to Transport Topics; was designated as the number-one medium-sized company in the State of Delaware by The News Journal; and was the recipient of the Better Business Bureau’s Torch Award for Marketplace Ethics—just to name a few. For more information, visit www.trinitytransport.com or contact Brandy McMullen at brandy.mcmullen@trinitytransport.com or (800) 846-3400.

