Hey RAVERS!

You’ve heard it before. Those dreaded words …

“Do it for your own good.”

“If you know what’s good for you, you will …”
“For your own good, I think you should …”

Of course we cringe when we hear it. What do you mean “my own good”? You worry about your “good,” and I’ll worry about mine. Besides, who died and left you in charge anyway? For my own good. HAH!

But you know what? For your own good really does turn out to mean (most of the time) … for your own good. After all, if it wasn’t a good thing, why bother offering it? Whether it is about losing weight, working out, eating better, working less, playing more, sucking up to the boss, or going back to school … for your own good is usually really only all about … for your own good.

So why don’t we listen? Why don’t we heed the advice? Why don’t we change our behavior and adopt certain habits, routines and disciplines … for our own good?

Are we too stubborn? Do we not care about our own good? Is it a contrarian approach to life? A protest against political correctness or being too nice? Are we too lazy? Don’t see the immediate benefit? Or is it that we truly do not believe it really is for our own good, despite the evidence to the contrary?

And then there is what I consider to be the most dreaded excuse of all … because we don’t hafta. We are good enough. Life is good enough. Work is good enough. My progress through this journey of life is … good enough. An old friend, Jim Feldman, likes to tell the story of his recovery from excess weight. He piled on the pounds for years, in spite of all the “for your own good” advice about losing it. Only when life was no longer good enough, only when confronted with the prognosis of dismemberment, blindness and death, all within a 6-month to one-year timeframe, did he finally heed the “for your own good” advice and change his behavior, lose the weight, work out, and get in shape. Now he’s living large and loving it.

So how do we move from good enough … to “for your own good”? How do we change behavior to improve, to progress, to enrich our lives and the lives of those around us?

Gee, I wish I knew. But I don’t. I do know this though.

As a leader of others you should reexamine your work schedule and the strategies you use to schedule yourself, and make your time on-property as valuable as possible (no more 9 to 5) … for your own good.

As a leader you should reexamine and change how you recognize and reward your employees, including for what, why, when, and how you recognize them … for your own good.
As a leader you should rethink **WHY** you (and your employees) do what you do, not **WHAT** you do, nor **HOW** you do it, but rather **WHY**, and you should start including that why, that purpose, in your discussions with them every day … for your own good.

As a leader who controls something, even if it’s only a small section or area of your organization, you should take ownership of what you control, quit pointing fingers at others, set your own goals and targets every few months, and strive to hit those goals and targets so that the areas you control look, feel, and smell like you want them to (not anybody else, not your boss, not the company, but you) … for your own good.

As a leader you should spend at least 25% of your time with your customers in order to find out what matters to them and how they perceive your product, and you should use that information to change one thing in your area of control every month to better reflect what your customers want … for your own good.

As a leader you should read at least one book every month that has to do with leadership, the management of others, the psychology of why we do what we do, or any other book that will enlarge your knowledge of people and your industry, and you should set a goal to implement one idea from that book into your own management style or the operating procedures of your workplace … for your own good.

As a leader you should take off at least one day a month for yourself, to do something that recharges and refreshes you … for your own good.

You know, I could go on and on, but I think you get the point. In addition to all that goo you’re stuck in while trying to manage your areas of responsibility and all those crazy employees, you really should have a program all for yourself, for the improvement of your skills, your abilities, and the results that you drive from your work … for your own good.

Create your program, and make it continually adapt and evolve as you grow and prosper. And you will grow and prosper with your own program, your own plan, your own set of guiding principles and actions. Do it …

… for your own good.

See ya next time …

Steve (Brownie’s the name, self-improvement’s the game) Browne
President, Raving Service

PS – My own current, weird, personal program … for MY own good!

1. Start working out and riding the bike again (really need to do this tomorrow).
2. Identify and develop two new concepts (one on Player Profiles and one on Managing Your Book of Business) for my Modern Player Development Model, based on customer feedback. Complete in one month.
3. Reread every Malcolm Gladwell book ever written (along with Freakonomics and How We Decide) and tab certain sections to include in my training workshops (at least three good training exercises or lesson plans from each book).
4. Buy and read Jimmy Buffett’s novels and books (three of them), and identify ways to incorporate a little bit of Margaritaville-style into my life.
5. Make a million dollars (nah … just kidding, who cares about money when you’re having fun?). Just try to write two more newsletter articles so that I don’t miss another deadline with Gency this year (YEAH!).

Read the full article →

Related Articles:

Steve Browne talks about Raving’s complete Host Sales Skills and Training program.

Click below to watch the video

Watch this video →

Free Special Edition Booklet!

Get your free copy of ‘Guest Service For The Gaming Industry’ by Steve Browne

Download this booklet →
CUTTING EDGE

TABLE GAMES

CONFERENCE

PRODUCED BY Casino JOURNAL

NOVEMBER 14–16, 2016
FLAMINGO • LAS VEGAS

REGISTER BEFORE OCTOBER 31
& SAVE!