

Motivate... Resolve... Believe!



M R B - Motivate... Resolve... Believe!
Marilyn R. Beverley

WHERE HAVE ALL THE VOLUNTEERS GONE?

For the past few weeks I have been watching the program "Undercover Boss", and frankly it has opened my eyes to a few ideas for our volunteer world. Obviously, it would be difficult for most of us to go "undercover" as we are known by our members. Yet, I believe we can make a difference and learn from the bosses of these corporations for the benefits of our teams. First, do you take the time to listen to the members of your team; or is everything always your way or the highway? I believe that we as leaders should truly evaluate ourselves in the category: "do you

really listen?" Do you care about the members of your team? How do you show them that you care? Do you say, "thank you" when they do a job, even the most simple job asked of them? Do you show appreciation to your volunteers by leaving a note at their sign in station, or emailing them, sending a note in the mail, or a phone call. It is so nice to hear a human voice in this day and age, not just a recording at the other end of the line. Recently, I was in a hospital for service and was amazed at the pleasant experience we received from the staff. It began

with the valet parking, next to registration and continued with the nurses care they did not rush us. They listened to all the questions asked. Excellent service was received even with the escort out of the hospital at the end of the day. While I waited I visited the café operated by the Guild, along with the Gift Shop operated by volunteers and found all to be most helpful. Yet none realizing this was my first visit to their hospital. All too often we lose volunteers and wonder why...perhaps it is because we did not listen and learn.

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WOW!



I have been watching the show "Undercover Boss," and one of the shows took me back to one of my favorite places I went as a child with my parents, White Castle. As I watched this show, Dave Rife, CEO of White Castle, went undercover to work behind the scenes with his employees. He did this to see what life on his employees' side was like. He learned so much from going

- WONDERFUL OUTSTANDING WORK!

undercover that his heart was touched. In turn, he went back to the "big" office and touched the hearts of his employees, and my heart, the customer. I went to our local White Castle and enjoyed those little hamburgers and the GREAT customer service. With my receipt I received a survey and I took the opportunity to call and fill out that survey. A few days after taking the survey, I received

letter from Mr. Rife. He shared how this experience changed his life, and how White Castle's desire to be a part of the show, "Undercover Boss" was to listen and to learn. I applaud this Company for "...taking the time to care, to listen to the people who are their "hamburger heroes" in this business, and to learn from their insights in the way they can benefit all 10,000 members of their team." stated Mr. Rife.

GIVE COURAGE...HOPE...AND STRENGTH

"Do all the good you can, By all the means you can, In all the ways you can, In all the place you can, At all the times you can, To all the people you can, As long as ever you can." John Wesley

As I come through the door of your facility, I am afraid. You see, I am human and in my human frailty I do not know what the future holds. Will you give me courage? You give me courage through your warm greeting and through your smile. You give me courage when you ask in a kind way, "May I help you?" As I come through the door will you help me hold on to Hope? There may not be a cure, a vaccine or remedy for what ails me but there is always "Hope". You see miracles do

happen every day if we choose to see them performed before our eyes. These miracles of hope come in the form of a hug, a smile that says, "I care", and in faith as I walk into the chapel of my hospital to whisper a prayer. So please help me hang on to the miracle of HOPE. Lastly will you help me draw strength when I feel so frail and weak? It is test after test, blood drawn, moved from one room to another, words and terms I don't understand and I feel so

so frail. Yet, I draw courage from knowing that someone in the great somewhere, cares about me. So please, as I come through the door of your hospital, don't look past me as you greet me. Please look into my eyes and give me - Courage to fight the battle ahead, Hope to believe even in the smallest of miracles and Strength to run the race before me, and to reach the finish line.

~ Marilyn R. Beverley

EXCELLENCE AND STANDARD SETTING

**"Our quest is excellence and standard setting leadership in each of our industries."
David Rife
CEO White Castle
System Inc.**

In a few weeks I will be taking part in our annual volunteer training given by our Director of Volunteers. What are some of the standards that your organization uses to accomplish excellence in serving all of the people connected to your facility of service? Two standards that I learned, from David Rife, CEO of White Castle System, Incorporated, are listening and learning. I believe we were

given two ears and one mouth for a reason, to listen twice as much as we speak. One can learn a lot just from listening. In the midst of today's busy world, it is very rare for one to take the time to listen and even rarer I believe to take the time to learn from one another. In our world of "I'm the best" we impose our ways on others without listening to their idea and without learning through

their experiences. I believe if we would heed the advice of Mr. Rife, we would indeed raise our standards and those customer percentages to the range of excellence we desire and in the process develop relationships that will last a lifetime. Relationships, connection, that is what life is all about. So I challenge you to take the time to listen...put out a suggestion box, a hotline, and allow your volunteers, your customers, your co-workers to share their ideas, struggles and successes with you, to achieve the excellence you desire.

CROSS TRAINING...BACK IN THE CAFÉ!

Do you have a shortage of volunteers? Too many slots to fill and not enough warm bodies? Perhaps your organization could give some thought to cross training volunteers. I have found it interesting and rewarding to work in two entirely different areas of our hospital. My main volunteer area is making baskets for new born babies. We average 24-30 each week, also making twin baskets, and bereavement baskets for mothers who have lost a newborn. I enjoy making these

baskets with other volunteers. Most recently there have been some changes in our café and they have a need for some "fill-in" volunteers. Last week I worked an afternoon shift, learning or relearning how to make those lattes, cappuccinos and smoothies, and relearning the computerized cash register system. I actually found it pretty easy as it is a touch screen system and gives you directions as you go step by step. Along with this learning, I connected with those who

came to the café - doctors, nurses, patient family members, volunteers and many others. In the Basket Room we rarely connect to the public in person as the Maternity Staff put the Baskets in each room prior to the family arriving for the delivery of that new little one. I have found it very rewarding to cross train and to connect with a different service area and it has been a BIG help to the café staff. Think about it - Cross Training helps fill volunteer spaces, develop new skills and even more important, it can be FUN!

**Plan
Act
Dream
Believe
And
You
Will**

Achieve!

Plan a board retreat !

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~Marilyn R. Beverley

For the life of your organization - Recruit!

1. Recruiting cultivates the growth of your organization.
2. Recruiting inspires commitment of your members.
3. Recruiting prepares your members for leadership.
4. Your organization needs members who are willing to recruit great volunteers just like themselves.
5. Teach your members to be "personal" recruiters.
6. Develop a recruitment committee - to help teach your members how to recruit new members to your organization. Without recruitment your organization will lack life, and ultimately die.
7. Attract attention to your organization - look for opportunities to share the vision and mission of your organization in your community.
8. Some volunteers come to us, however, we can make the initiative to recruit great volunteers from the people we see every day.
9. Teach your volunteers to take the opportunity to share their story. The story of why they volunteer and what a difference it makes in their lives. Encourage them to keep telling their story. Recruiting will come naturally.
10. Recruitment builds your organization. Your organization was built by people who have been recruited. Bringing great volunteers into your organization insures that your organization does not fade into the past but burst with life today, and for the future!

I would like to share the following article I received from Ann Bergmann, President of the Partners of WHA.

"I JUST LOVE THIS!... Morning Motivation."

When I woke up this morning lying in bed,
I was asking myself;
What are some of the secrets of success in life?

I found the answer right there, in my very room.

The fan said...Be cool.

The Roof said...Aim high.

The Window said...See the world.

The Clock said...Every minute is precious.

The Mirror said...Reflect before you act.

The Calendar....Be up-to-date.

The Door said...Push hard for your goals.

And not to forget, the carpet said...
Kneel down and pray.

Carry a Heart that Never Hates.

Carry a Smile that Never Fades.

~ Author Unknown

Thanks Ann! Thank you all for making a difference in our world! Be motivated by your surroundings and in taking notice of the small things that mean a lot.

DEVELOP A RECRUITMENT TEAM!

Are your volunteers recruiting great volunteers just like themselves? As an organization, you want your volunteers to reproduce themselves in the recruitment of new volunteers. Recruitment needs to be a daily occurrence. One way I have found to make this happen is to develop a recruit-

ment team. Let me share with you the ideas behind this team. Through a team I believe we Teach, Encourage and Achieve More!

Recruitment Team

*6-8 enthusiastic members
Develop a budget for the year.
Develop a theme for the year,*

Develop a logo to go with the theme.

As a team develop steps to implement that theme.

As a volunteer, if you like what you do, or love what you do, why not invite others to be part of a great organization?

Encourage your members to share their story with others they meet in their daily journey. When I was President of Michigan Association of Healthcare Advocates,

my theme for recruitment was "Each one recruit one!" My thought in choosing that theme was as a volunteer it would be great for me to recruit one volunteer and mentor that volunteer over the period of one year, and in turn teach them to recruit one. Yes, I did recruit one and that one served on our local board, district board, state board and became a volunteer recruiter! Give it a try...it does work! Tried, tested and succeeded!

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Motivate...Resolve...Believe



“If your actions inspire others
to dream more, learn more,
do more and become more,
you are a leader.”

~ John Quincy Adams

Share your ideas with your
board and your chairpersons.
This will keep your organiza-
tions objectives, projects, mis-
sion and vision in the presence
of your team.

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This month a “gold star” goes to Dave Rife, CEO of White Castle, and undercover boss, showing outstanding care for the customer service team at White Castle the team of “hamburger heroes” who give outstanding care to their customers.



CUSTOMER SERVICE THAT COUNTS...

As I travel around the world and across the USA it amazes me that it is no longer the “norm” to receive super outstanding customer service.

In a volunteer organization you are many times the first and last person that the customers you serve sees in the facilities for which you volunteer. We want to hear those words... “THANKS” and yes the words, “We’ll Be Back!” So remember in all that you do, give it your best and “do unto others as you would have them do unto you”. Practice “the Golden rule”. We want the service we give to be:

Superior...Super...Outstanding! Remember to SMILE!

TAKE THE TIME TO SHOW YOU CARE!

How do you show someone you care?

1. Caring is writing a letter.
2. Caring is sending an email or note.
3. Caring is making a phone call.
4. Caring is doing a favor expecting nothing in return.
5. Caring is making a visit.
6. Caring is whispering a prayer for someone in need.

Care and love need to be demonstrated. Don't be afraid to say the words, “I love you!” or “I care about you!” Don't be concerned about what the world thinks. Be concerned about showing that you care. Each day do one good deed to show love, to make a difference in our world. Let me share just how important that call, email or mailed card can be. My father passed away in the afternoon of July 6, 2009. That morning he put a card in his mail box to be delivered to me, not knowing what the afternoon would bring. When I arrived home from the funeral, a week later, in the mailbox waiting for me was a birthday card from my dad! You can bet I treasure that card today and it is priceless!