

THE TOTAL WINDOW WAY

Actively Listen, Build Bonds, Create Moments

- 1. BEGIN WITH A “YES.”** In all situations, our approach is to find the way to get it done. We maintain a focus on finding solutions not getting stuck on problems. When we remove the question of “if” we can do something, the focus shifts to “how can we get it done?” Take personal responsibility for making things happen in the team environment. Look for how we *can* do it rather than explaining why it can’t be done. Hold yourself accountable for achieving those results.
- 2. BE POSITIVELY LEGENDARY.** Mere customer satisfaction is for lesser companies. Create true loyalty by finding and building peak experiences. That means doing the little things as well as the big things. Be willing to do whatever it takes to accomplish the job...plus a little bit more. Take the full next step to solve the problem. If the next step involves others on the team, we must all understand that by working together to go this extra mile, we are working to make each other and the team shine. In the new marketplace of quick ship, ready-made, on-demand products, the only way for our company to remain relevant is to settle for nothing less than superstar performance. It is the service we bring that makes us shine, and keeps our customers loyal.
- 3. MAINTAIN THE URGENCY OF THE MOMENT THROUGHOUT THE PROCESS.** Our team and customers expect thoroughly planned and executed solutions. Keep your tasks moving toward the next phase in our process, and develop ways to pass the baton proactively. Understand the timeline inherent in our project, and implement a system to proactively engage throughout the timeline.
- 4. BE FANATIC ABOUT RESPONSE TIME.** All follow-up requests, return calls/emails, confirmation replies, etc. should be handled within a 24-hour timeframe. Emails and phone calls received in the morning should be returned by 12pm. Emails and phone calls from the afternoon should be returned by 6pm. Even a call to say that “we are still identifying the best next step” is preferable to no communication at all. Rapid response is one of the easiest and best ways to stand out from the crowd.
- 5. END EVERY INTERACTION WITH CLEAR NEXT STEPS.** All discussion and tasks are for a purpose. Make the most of our experience by setting timelines with clear action items and expectations from all parties. Leaving a conversation without setting Clear Next Steps risks a task not being followed through, or risks an avoidable delay. Establish expectations, objectives, and deadlines.
- 6. FOLLOW UP EVERYTHING.** Record a follow-up date for every action and take responsibility to see that it gets completed. Our jobs are to complete things, not to simply put them in motion.
- 7. HONOR COMMITMENTS.** The only way to earn trust is to be true to your word. Do what you say you are going to do when you say you are going to do it. This includes being on time for phone calls, appointments, meetings, and deliverable promises. If something in our process prevents us from honoring a commitment in this manner, own the issue, communicate the solution and the new timeline. While the answer is not what the customer is wanting to hear, they will appreciate the efficiency and proactivity we have kept by keeping them informed.
- 8. GET THE FACTS.** Don’t make assumptions or discuss based on memory. There is always more to the story than we remember. Gather all the facts before jumping to any conclusions. Gather the folder before continuing the discussion. Be curious about learning what other information you may need to know in order to make a fully informed decision.
- 9. TRUST THE TEAM AND THE PROCESS.** Work from the assumption that our team has been developed to positively support one another. Give the team the benefit of the doubt. Filter all communications through the proper channels, and do not seek to circumvent the team structure simply because you are pressed for time, or it seemed easier in the moment as this creates confusion.
- 10. LISTEN FULLY.** Listening is more than “not speaking.” Be present and engaged. Quiet the noise in your head, put down the other task, and let go of the need to agree or disagree. Create space for team members to express themselves without judgement or interruption. Listen with care and empathy. Above all, listen to understand.

11. **COMMUNICATE TO BE UNDERSTOOD.** Know your audience. Write and speak in a way that they can understand. Make clear what you are saying or asking. Don't ramble or get off topic. The quality of our answers is directly related to the quality of our questions.
12. **MAINTAIN FOCUS.** Our tasks and projects involve a lot of moving parts that are often contingent on other variables that we may or may not have control over. The best way to ensure nothing gets forgotten or lost along the way is to keep a consistent focus on the project, one at a time. When we stop discussing one project and begin discussing another without ending with clear next steps, we risk losing momentum and focus on the originally discussed project.
13. **DOCUMENT PROPERLY.** When we trust the team, actively listen, and set clear next steps there exists information that needs to be communicated to other necessary parties. Ensure that the information being discussed and the decisions that are made are communicated and documented in the proper locations so that the team can return to the facts as needed.
14. **AVOID MISUNDERSTANDINGS.** Anticipate pitfalls where confusion or lack of clarity may keep the goal from reaching its desired result. Do not assume that everything in your mind or email was properly received and understood by the other party. Ask for feedback. Review important documents in tandem. It is easier and more cost effective to clear up confusion at the beginning of an interaction versus repairing a broken promise of missed expectation after things go wrong.
15. **THINK CRITICALLY ABOUT THE SMALLEST DETAIL.** From the spelling and pronunciation of a client's name to the reviewing of an installation ticket, think through the task at hand, identify what tools or items or materials you will need on the project, and ensure that you have all the materials necessary to perform to your maximum. Double check your work. Take the time to get the details right. It is the little things as well as the big things that blow people away.
16. **SIGN IN BOLD INK.** Everything you touch bares your signature. Take pride in everything you do. Always ask yourself, "is this my best work?" Be unwavering in your commitments to do the right thing even if no one is looking. If you make a mistake, own it, apologize, and make it right.
17. **SOLVE PROBLEMS PROACTIVELY AND BLAMELESSLY.** Apply your creativity, spirit, and passion to develop proactive and reactive solutions, rather than pointing fingers and dwelling on problems. Identify lessons learned and use those lessons to improve our process so we do not return to the same mistakes. Get smarter with every mistake, and learn from every experience. Use your expertise to solve some problems before they occur by anticipating the needs of the team in advance. Preventing issues is always more effective than fixing them later. When the problems do arise and we need to react to them, do so in a manner that quickly identifies the issue and clearly documents the proper steps to resolve. Ensure that all parties are aware of the solution and are in agreement with the appropriate timeline.
18. **CELEBRATE SUCCESS.** So much time is spent focusing on issues, that rarely do we take the time to acknowledge doing something right. Regularly extend genuine, meaningful appreciation and acknowledgement at all levels of our team.
19. **REMEMBER WE ARE ALL HUMAN BEINGS.** Every discussion, phone call, email, voicemail, and letter sets a tone and creates a feeling. Pay attention to these interactions, and be sure you are setting a tone of friendliness, warmth, and helpfulness. Show people you care about them as individuals, rather than as transactions. Genuine compassion cannot be faked. So often do we get caught in the excitement of the moment, and the need for results that we forget our team consists of human beings who are also empowered to live by these fundamentals. Remember the humanity in our process while we work to advance company goals and project needs.
20. **KEEP THINGS FUN.** We are passionate about the work we do. Enjoy the moments in the work. Additionally, remember that the world has bigger issues than our own. Keep perspective. Disagreements will happen, but we must always remember that tomorrow is a new day. Find time to laugh every day. Take a moment and breathe when things get stressful. Do not hear problems as personal criticisms. There will always be another sunrise.