

S MALL THINGS MATTER

Leaders have little choice but to deal with big issues and pressing concerns. Yet it is a focus on the small things that can do much to differentiate the exceptional from the fine.

Attention to the small things extends to scores of details, e.g., the design of stationery, the conditions of buildings and grounds, the warmth of receptionists, the phone music on hold, notes of encouragement and thanks, the color scheme in the conference room, the cleanliness of restrooms, comfortable temperature and ventilation in the building, the quality of seating, good sound systems and acoustics, ease of parking, the quality of snacks provided, tasteful art, high quality signage, and correct grammar in written communication.

A focus on the small things impacts customers and staff alike – it bespeaks a commitment to excellence. **Customers know that a company that gets the small things right is more likely to get the big things right; and employees often reflect, but seldom exceed, their company's commitment to excellence.**

Yep, passionately attending the small things implies excellence to customers and inspires employee performance. The devil may well be in the details...but God resides there as well.

"Beware of the man who won't be bothered with details."

William Feather

"In a major matter no details are small."

Paul De Gondi

"Success is the sum of details."

Harvey S. Firestone

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