

**FEBRUARY 2001:  
IT'S NOT MY JOB!**



**MONTHLY FEATURE COLUMN: IT'S NOT MY JOB.**

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One of the phrases that almost everyone dreads hearing is, Its not my job. Many service providers say this phrase to customers as though it justifies poor service. And staff say it to their colleagues, and sometimes even to their bosses!

It's not my job, is one of those phrases that is best never said, if for no other reason than it creates a strong negative impression. It suggests that the person is unwilling to do anything outside his or her strict job description; it speaks to an attitude of not wanting to develop and learn. Neither of these attitudes get rewarded with promotions or other career opportunities.

One of the best ways to demonstrate your capacity to be promoted or to be appreciated is to be seen doing things that are not requested of you. I'll never forget a woman I worked with who constantly said, Its not my job. When her section of the business began to lose money, she still expected regular increases in salary. She saw her money coming from the entire company, but she didn't see her work as being relevant to the entire company. When tough financial decisions were made, you can be sure her position was one of the first to be eliminated.

The concept of everyone stepping in to do the work of the company is particularly important in small organizations. In three or four person offices, staff have to step in for their colleagues when they are absent from the office. And in a small office, when one person is seen sitting and doing nothing (because there's nothing to do in that job today), it creates bad morale and poor teamwork.

Of course, it is not a good idea to try something for which you have no training. In these cases, the way you say, Its not my job is critical. Heres a couple of suggestions:

I'd be glad to help you. However, I think that Jane may be able to give you the best assistance; she really knows this system. Let me get her for you.

I'd love to help you. However, I may end up causing more problems if I attempt to write that ticket myself. Could I ask you to wait for a couple of minutes, and I'll have someone here who knows how to do that.

The key is to demonstrate to customers and colleagues that you are willing to help, indeed that you want to help. If you can, then help them. After all, at the end of the day, we all get paid out of the same check book. And if helping someone is not appropriate

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then don't hide behind It's not my job. Rather demonstrate your desire to help, and your willingness to find someone who is best qualified to help them.

## WHAT WE'VE BEEN DOING:

When you get to the end of January as quickly as we did this month, you know that 2001 is just about over! It's not fair that time passes so quickly!

If you have ever bought T-Fal cookware, irons, toasters, you know what a superior product it is. And now their sales representatives will be even better at getting those products someplace where you can buy them. Peta Peter and Jossie Aguilar worked with their sales team teaching them how to present their messages even more effectively than they do. Peta also conducted two programs for Our Lucaya, completing an enormous training effort single handedly. If you are considering booking a holiday in The Bahamas, definitely consider Grand Bahama Island and Our Lucaya. Peta tells us it is dazzling, and then you can give us a report on the service you received.

Janelle Barlow and Bill Oden spent time with the Isle of Capri at their annual meeting. It was exciting and rewarding to see the language of the Putting People First program in their regular business discussions. Allan Milham has been at The Lady Luck in Las Vegas beginning their customer service programs, and Bill returned to the Isle in Bossier City for a program.

Janelle also worked with Volkswagen of Canada, did some mystery shopping for them while she was in Vancouver, and had two exciting programs with some very dedicated VW employees.

Janelle finished up the month by working for the State of California, the Department of Insurance on A Complaint Is a Gift. These state employees know what a contribution they make to people who don't get the kind of treatment they have paid for to their insurance company. By the way, if you've never been in the Ronald Reagan State building on South Spring Street, it's very impressive. Three huge California wild animals, including a mountain cat and a bear wander around the lobby. Well, maybe not wander, but in their stone bodies they create a tremendous feeling of the state of California. Even if we have had rolling blackouts.

Randi conducted a repeat program for Access Communication. They love her there! And Bill Oden was with El Paso Energy at a weekend retreat working with them on team building issues. Bill had assistance from Alice, who wowed the audience.

Emotional Value, Creating Strong Bonds with Customers continues to receive a lot of publicity. A very complete article was just published in the Chicago Tribune and is now being picked up around the U.S. We keep getting copies of it from around the United States. Both Emotional Value and A Complaint Is a Gift continue to sit on Amazon.com's best selling customer service list.

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