



# bring your ‘best self’ to work

by Joan Fox

“Remarkable people, people who bring their ‘best self’ to work every day, make the choice to be fully present for their patients in spite of what might be happening in their personal lives.”

Earlier this year I arrived at the Holiday Inn Express in Hurricane, West Virginia at 9 PM to check into a room as I had a training session there the next morning. My client was traveling with me and we were told there were no reservations in our names. And, as luck would have it, they were sold out. After a few minutes Kristi at the front desk found two rooms that had not been cleaned. But that’s it—nothing else. Things were not looking good.

At this point, Kristi and Lynn (the other front desk clerk) excused themselves for a “pow-wow.” Just as my client and I began to entertain thoughts of staying at the grungy-looking motel across the road, Lynn emerged and even though dressed up and in high heels said she would clean the two dirty rooms for us. Halleluiah! She really surprised us with her willingness to step up. “I’ll make sure your rooms are clean,” she said, “even though I’ve never done this before.” At 10:30 PM, grateful and amazed, my client and I were tucked away in our tidy rooms. And I’ve told this story at least a 100 times.

Choice is at the core of every great customer experience. Kristi and Lynn chose to go out of their way to make sure we were accommodated even though it would have been easier to choose to turn us away. After all, it was not their fault

that we did not have room reservations. We found out later that the client’s company had mistakenly cancelled our reservations.

Every day when we come to work we make choices. We choose whether to be pleasant or not. We choose whether to simply occupy space or make a difference. We choose whether to recognize or to ignore things that need to change and most importantly we choose to engage with our patients or simply go through the motions.

Life can present us with some ugly surprises. Yet, remarkable people, people who bring their “best self” to work every day, make the choice to be fully present for their patients and co-workers in spite of what might be happening in their personal lives.

Your “best self” does not have to be a disposition like Pollyanna or Rebecca of Sunnybrook Farm. It is simply you with the self discipline to have a positive attitude. It is you willing to go out of your way to resolve a difficult situation even though you did not cause it. Above all, it is you showing empathy for the patient.

When we choose to bring our “best self” to work every day, we not only generate exceptional patient experiences, but great stories too. And these stories are told over and over again—maybe even 100 times.

