



## Never Underestimate Your Power To Make A Difference

Granted she had connections-she was the star of Alfred Hitchcock's movie "The Birds." However, it was Tippi Hedren's willingness to extend herself on behalf of approximately 20 Vietnamese refugees over 40 years ago that will likely shape her legacy. After visiting a refugee camp in the aftermath of the US involvement in Vietnam, Ms. Hedren looked for training and employment opportunities for the group of women she met there. After unsuccessful efforts to introduce typing and seamstress skills, Hedren brought in her Hollywood manicurist and engaged those women in training at a local beauty school. According to Nail Magazine, "Forty years after the fall of Saigon, 51% of nail technicians in the United States - and approximately 80% in California - are of Vietnamese descent. And many are direct descendants of that first class of women inspired by the nails of a Hitchcock blonde."

While most of us probably won't transform the career trajectory of future generations, Tippi Hedren's actions offer all of us important service lessons:

1. The actions of a single individual can have profound and lasting impact
2. Service begins by listening to the needs of an individual or group and enlisting action to bring resources to address those needs.
3. Often the true impact of service isn't known immediately but slowly activates a series of

follow-up actions that have transformational power.

I've recently been suggesting that the adage, "It isn't what you know or who you know" doesn't go far enough. It should read, "It's not what you know, or who you know; it's what you know about who you know." When we listen to others and identify their strengths and needs, we are well poised to leverage the resources around us (in Tippi's case, her manicurist on behalf of the vocational needs of 20 Vietnamese refugees).

*What powerful service action will you take today? How can you connect a resource in your social network with the need of someone else you serve?*

As always, I'd like to thank you for your support. I have now attained the #9 rank in the Customer Service category for Global Gurus ranking 2015!

You can view the full list here:

[Global Gurus ranking](#)

## From the Blog:

### Seeing through the Eyes of Your Customer

Having just finished my new book about Mercedes-Benz and given that I recently spent time with Mercedes-Benz dealers at their annual conference in Las Vegas, I took the liberty of modifying a popular children's logic puzzle by inserting a Mercedes-Benz E class. Can you solve this puzzle in 20 seconds? [Read More](#)



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