



## Notice Me, Be Served by Me, and Have Lasting Impact

We have entered that time of year in which we rely on our customers to pay attention to our brands to keep us busy and profitable. At the same time, most of us are also looking to pause and enjoy special connections with family and friends.

All of this is in keeping with messages I had the good fortune of sharing in a recent TEDx talk titled, ["Is Your Legacy Personal? Or All Business?"](#).



Put simply, we want to stand out from the clutter, create significance (not merely success), and leave a lasting impact on and through the people we serve and love.

The "Art of Significance", in my humble opinion, involves the following four critical ingredients:

- 1) Thoughtful introspection on what makes us unique and special.
- 2) The courage to develop and express our uniqueness in ways that produce value for others.
- 3) Perseverance to consistently deliver outstanding service experiences.
- 4) The creation of a legacy statement that shapes the lasting impact we seek to create.

Hopefully, you'll have a chance to check out my TEDx message and share it with others who seek to serve well!

### **Announcing a Sharing Contest**

In the spirit of getting a message of service excellence out in the aftermath of a grueling election season and the hecticness of the holidays, we've created a prize package for those who share my TEDx talk across their social network. Specifically, email [kelly@josephmichelli.com](mailto:kelly@josephmichelli.com) stating you shared the YouTube video and you will be entered to win the prize package.

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