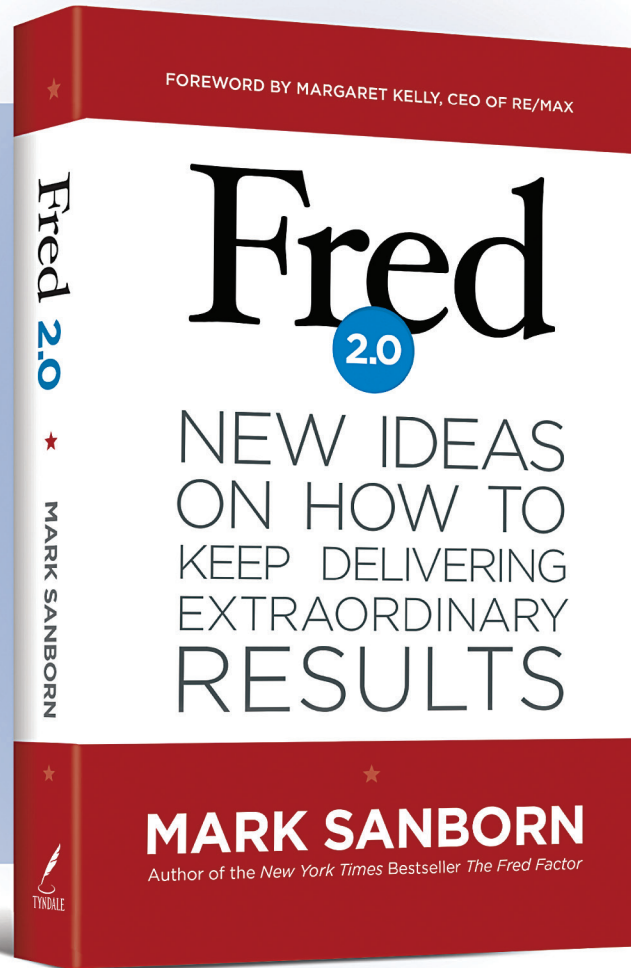


NORMAL IS OVERRATED.

Nobody can prevent you from choosing to be extraordinary!
Leaders help ordinary employees do extraordinary work.

- 1. START WITH COMMITMENT.**
How do others know your commitments?
- 2. WORK WITH PASSION.**
Be passionate about what is truly important in your work.
- 3. CULTIVATE CREATIVITY.**
Emulate to learn, but innovate to earn.
- 4. DEVELOP A SIGNATURE DIFFERENCE.**
Demonstrate your signature difference.



- 5. BUILD BETTER RELATIONSHIPS.**
Treat people big.
- 6. ELEVATE THE CUSTOMER EXPERIENCE.**
The proof is in the surprise, value, happiness, and word of mouth.
- 7. LEAD LIKE FRED.**
You take the lead when you set the example.
- 8. CREATE A TEAM OF FREDs.**
Provide encouragement, examples, ideas, and recognition.

“Fred” isn’t always in the customer service department ... but the Fred Factor is always about being of service.

CONCLUSION:

BETTER ALWAYS BEATS BEST.



MARK SANBORN, author of the *New York Times* bestselling book *The Fred Factor*, prepares you for life’s inevitable cycles of up and down—and, too often, sideways. Mark provides timely wisdom that can’t be ignored no matter where you are in your personal or professional life.



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