

Designated Reader

Does your company track—and share—articles that can help your team achieve success?

I just received a great call from a regular LBM Journal reader. (It's always so nice to hear from folks who let us know when our writing is on the mark—and when it's just a little off!)

I am happy to share the caller's comments with you (I'll call him "Joe") since I believe we can all learn from him and his company.

Joe has assumed the role of "designated reader" for his company. Joe shared with me that at his company, LBMJ was one of two magazines that actually get read

also said that his company keeps a file of old articles that might help the team down the road—and that they have saved around 75% of the LBMJ articles!

I just love it!

Joe sends copies of the articles he's read to whomever he feels may prosper from the information, be they operations personnel, sales, accounting, management, or any number of the other employees who work with him. (Joe told me that a past column of mine on *listening* went to everyone!)

thoughts and practices, we would be spinning our wheels. To keep us on our toes and to be sure we are dealing with those matters that ring true to you, please let us know what you think. We are in this relationship together. We want to inform, teach, train, and light a fire in your thoughts and hearts. All input is valuable as we continue to learn from each other and expand the time and effort we give our industry.

Since I received a heartfelt thanks this morning that meant a lot to me, I want to reciprocate by thanking *you* all on behalf of the core writing group at LBMJ.

To Joe, the self-proclaimed designated reader who called this morning, I want to say "You Made My Day!"

If I can help, just holler. ■

A designated reader decides which trade articles should be copied, and who needs to see them.

every month. (When I hear positive news like that, I have to admit I sit a little taller, and my purpose and focus is heightened. It makes my work so worthwhile, knowing its impact. It's important to me to know that the information and advice we're sharing is reaching the right people. And by the way, as you read this article, think about how many great pieces of wisdom may be slipping past those in your companies who may need that information the most. Does your company need a designated reader?)

Anyway, as his company's designated reader, Joe determines which articles need to be copied and who needs to see them. He believes that this is a way to keep improvements growing in his company. Joe

Consider this: Is there anyone in your company who scans the trade magazines you receive to find out if there is some valuable information that could help the team improve? If not, wouldn't it be wise to have a reader or two who are looking for those gems of new wisdom or reinforcement of the good practices already in place?

I asked Joe what topics he thought we should cover. He was so thoughtful, and said he believed we are on the mark already, and that he felt we just need to continue to do what we do on a regular basis. (That said, if there is ever a topic that *you* feel needs to be addressed here, just let us know.)

If not for the wonderful readers who are reading, sharing, and using our best



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