

## Who Cares?

The question we are posing in this article is “Who Cares?” This might be a question that is actually more like a statement when said by someone who is indifferent about something. Please understand that we are not indifferent about this.

As coaches, who care very much about the success of the people we get to work with, we can clearly see the cost that is paid by people who have an attitude of indifference. What if a simple ingredient to your success and the success of the people you lead is the ability to care and to care deeply? If it is an important ingredient and you care about success, it might be a good idea to step outside of yourself to see if your actions show that you care.

It is easier to spot when you are looking at others. When you see someone in the service industry who cares about service or someone who clearly doesn't care about service, both examples stand out. It is obviously possible to serve others without caring about others or caring about service. When you see someone who doesn't care about the profession they are doing, don't you just wish for them and the world that they would find something they could care about? Conversely, when you see someone who clearly cares very much, it as if they are not just doing something, they are being something. They have a servant's heart! They are “in” service. When someone truly cares about service and truly cares about you, the person they are serving, the experience is very different.

What do you care about? Would it be obvious to people who see you from the outside?

We get to talk to Club Managers, Club leaders and staff members from clubs. If you are a club manager we need to tell you this. If you don't care about your staff, or your members, or service, or numbers or anything in particular and you think they don't know, you are probably wrong. If this is the case, it is just a matter of time before your indifference becomes their indifference.

Extraordinary Leaders have a great passion for what they do and a deep level of caring for the people they serve and the people they are privileged to lead. Beyond having it, there is an importance to exhibiting the fact that you have it.

At a speaking engagement one time, a gentleman in the audience told us that one day his Grandmother asked him if he was happy. He was a little surprised by the question and responded “yes grandmother, I am happy.” She said “well you might want to notify your face.” Similarly we have met club managers that tell us that they care deeply about their people, yet their people haven't seen any evidence of their caring.

Let's start with you! What do you care about? Do you care about yourself? Do you care about your health? Do you care about your family? Do you care about your significant other? Do you care about your body? Do you care about your retirement? Do you care about education and continual improvement? Do you care about vacations? Do care about giving time to your passions outside of work? Do you care?

You may care to some extent about all of these things. We would ask that you pick one or two of these things and check to see if it would be obvious that you care if you looked at it from the outside. It is pretty easy in this industry to view family as the most important thing and then realize that you are not getting much time with them and when you do, it is when you are exhausted and can't truly give your best. You can believe that you care about your health and your body, and then you can look at your health and your body to check in. The point is that what you truly care about tends to get a lot of attention and tends to get the most results. The other way to look at it is to take note of what you are giving most of your attention to and where you are getting your results - you might find what you really care about.

Now we challenge you to do the same exercise at work. Do you care about your job? Do you care about your profession? Do you care about your members? Do you care about your board? Do you care about your staff? Do you care about CMAA and your Chapter? Do you care about learning? Do you care about contributing to the learning of others? Do you care about meetings? Do you care about the numbers? Do you care about the facility? Do you care about the future? Do you care about relationships?

There is no right or wrong answer to those questions. There are just answers. If you find yourself realizing that you don't care about a number of those things, you might want to find something or someplace where you do care. If you don't come to this realization, there is a high probability that someone else will help you make the change.

Once you have figured out what you care about and are pretty confident that people outside of you can see evidence of it, here is your next challenge.

Make sure there is evidence that your people care. If we can look at someone and it is not obvious that they care, we may have to play the role of our friend's grandmother and ask the question. By asking it, you are not necessarily accusing them of not caring, but rather trying to point out that the evidence of their caring may be difficult to see.

If you don't care, there may be interest in finding a leader who does. If your people don't care, there may be interest in finding a leader who doesn't tolerate not caring.