

Opening Doors

How to Deal With A

Stressful Work Situation

4 Lessons from Captain Sully's Landing in the Hudson

by Terry Barber, author
of *The Inspiration Factor*

Yep, we live in some crazy and stressful times. Who has not lost just a little bit of sleep worrying about a job/career or stressing about the demise of our 401k's? Even so, nothing compares to the stressful situation that Captain Chesley "Sully" Sullenberger faced just a few short weeks ago, when the plane he was flying crash-landed in the Hudson River. Now that a little bit of time has passed and we have had time to reflect on his remarkable feat, there are a few lessons that were lived out by Captain Sully and his heroic crew—that we can all apply to our businesses and jobs during these challenging times.

Lesson 1 I was absolutely in awe of the Captain's sense of confidence and well-being while he had every reason to be consumed with fear. He was not unaware of his potential fate—the loss of not only his life but the lives of more than 150 passengers and his crew. Yet his voice remained calm, and his spirit was positively reassuring. In the midst of your stress right now, which emotion would your associates use to best describe you? More important, which would you want them to use? Are you a person who brings gasoline to a fire, or water? Despite the tremendous pressure to give in to fear, it really is a choice to be a conduit of confidence. Choose to be calm, even when you have every reason not to be.

Lesson 2 In anticipation of potentially dangerous situations, Captain Sully had learned to be prepared for the worst. And yet, he always expected the best. In the interviews following his dramatic Hudson River landing, he was asked by more than one reporter, "What were you thinking?" The good captain simply replied, "I must and I can land this plane safely!" This kind of thinking comes only after intense training. You don't land an airliner safely in the Hudson by working only on touch-and-goes on a calm, sunny day. Captain Sully's flight training certainly involved a mix of potential scenarios, planning to land in one place, but learning to be prepared to land at another, even if it is the most unlikely place on the planet. He learned to be both disciplined and flexible.

Are you disciplined? What are you training yourself to do next in your career? What are those latent desires and dreams you had before you became vested and comfortable? Allow them to surface again, and nurture them. Invest in yourself, and use these uncertain times to be absolutely and totally prepared to begin the next phase of your career. After all, you may have to land where you had not originally planned. Like Sully, expect the best—but be prepared for the worst.

Lesson 3 Just before Captain Sully touched down on the Hudson, he announced to the cabin, "Brace for impact." As soon as the words left his lips, he recalls, he heard his flight crew giving safety instructions to the passengers through the flight deck door. At that point he knew that they were all on the same page and that they were going to make it, and together, they did.

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BETTER BUSINESS PRACTICE

NEWS FLASH!

New Uniforms & Easier Ordering



Black and Tan t-shirts

- 1-10 shirts \$8.00 each
 - 11-25 shirts \$7.50 each
 - 26-50 shirts \$7.00 each
 - 51 -100 shirts \$6.50 each
 - 101 + shirts \$6.00 each
- *(2XL or larger please add \$3.00 per shirt)*

Black and Tan Polo Shirts

- \$18.75 each
- *(2XL or larger please add \$4.00 per shirt)*

Black Smocks/Aprons

- \$14.00 each



All items are available TODAY at your regional office.

Give them a call!

OpenWorks is pleased to announce that we have a brand new uniform!!! We are in the process of refreshing our logo and brand and the first thing that will change are the uniforms that you wear each and every day. We are even offering a choice of colors and we are hoping that the new look and feel will excite you as much as it does us.

In an effort to improve the ordering process we will from now on be stocking these items in all of our regional offices. Thus, all you will need to do is make a phone call to your account manager and arrange a time to obtain the necessary items. In addition, you will no longer have to search for pocket change with which to purchase the items, the cost of the uniforms will be automatically

deducted from your checks. It couldn't be easier to make a difference...

"There is more to life than increasing its speed."

MOHANDAS K. GANDHI (1869 - 1948)

The pre-eminent political and spiritual leader of India during the Indian independence movement.

"Tension is who you think you should be. Relaxation is who you are."

CHINESE PROVERB

"Sometimes the most important thing in a whole day is the rest we take between two deep breaths."

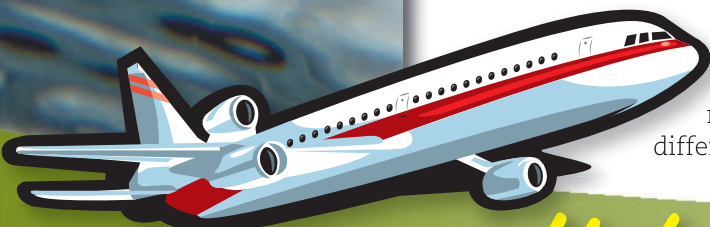
ETTY HILLESUM (1914 - 1943)

Young Jewish thinker, mystic and writer whose letters and diaries, kept between 1941 and 1943 describe life under Nazi rule in Amsterdam during the German occupation of World War II.

"One of the symptoms of an approaching nervous breakdown is the belief that one's work is terribly important."

BERTRAND RUSSELL (1872 -1970)

British philosopher, logician, mathematician, historian, social reformer, and pacifist.



Helping Our Franchisees

OPENWORKS SALUTES OUR

Franchisee of the Month

Arizona

Darcie Martinez – Darcie has been a Service Provider with OpenWorks since September of 2006. She is actually a second generation franchisee, following in her Father's footsteps. Darcie has some of the most challenging accounts we service and cleans them with dedication and a great attitude. Darcie has successfully garnered the trust of one of our charter school chains, AAEC, and was instrumental in helping us land an additional unit. She was rewarded with that school for her efforts. She is multi-talented in floor work and this helps her produce extra revenue. Darcie knows the spirit of an entrepreneur and she not only offers regular janitorial services but also painting, general maintenance, pressure washing and other related services. She has a can-do personality and has a very bright future here at OpenWorks. Thanks for your hard work, Darcie!

California

Mainor Mejia – Mainor has a great attitude and continues to demonstrate his dedication. He is reliable and dependable and has demonstrated great work ethics. Customers like his personality and eagerness to build relationships and go the extra mile. He puts his customers at ease by making sure they understand that no matter what the challenge, he presents quick solutions. Way to go Mainor, keep it up!

Washington

Orlando Rojas – Orlando recently took on a very large customer along with his other accounts and put the very best people in place. He continues to be hands on with each and every customer and works closely with the Major Accounts Managers to ensure quality service and to ensure that all customer needs have been met or exceeded. Orlando is extremely reliable and is on call nearly 24 hours a day, 7 days a week. Thank you Orlando!

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FROM THE  MAIL BAG

For the past four years OpenWorks has been providing quality cleaning services to our offices.

We are pleased with the attention to detail from OpenWorks janitors. We also appreciated the quick response and service from OpenWorks customer support.

Overall we find their service is excellent and would highly recommend them to any company interest in a cleaning service.

Sincerely,



Marcel Ceballos
MANAGING DIRECTOR
SCHAWK GLOBAL

CALENDAR OF
ADVANCED
TRAINING

CLASSES

* Arizona OpenWorks

4742 N. 24th Street, Ste. 300
Phoenix, AZ 85016

MONTHLY FRANCHISEE BUSINESS MEETING

Date Friday, August 28th
Time 12:00pm – 2:00pm
Location Saguaro Conference Room.
Topic Lunch will be served. Customer Service and Handling Complaints

* Washington OpenWorks

1750 112th Avenue N.E., Ste. D151
Bellevue, WA 98004

MONTHLY FRANCHISEE BUSINESS MEETING

Date Thursday, August 27th
Time 1:00pm – 3:00pm
Location Conference Room
Topic New Equipment on site for purchase/ Supply Ordering/ Uniform Ordering

Achieve Their Dreams . . .


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works
there is a difference

Franchise Referral Program

The program is very simple – just call the Regional Director in your region and give him/her your name and the name and phone number of the person whom you are referring. If the referral decides to purchase an Open Works franchise, then you make...

First Referral = \$ 750.00
Second Referral = \$1,000.00
Third Referral = \$1,250.00

** referrals that result in a sale **

— Regional Contacts —

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(562) 428-9210 ext. 402

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COVER STORY



After the landing, when he was being proclaimed a hero by the media, it would have been very easy for Captain Sully to take all the credit and get all the glory. But instead he allowed his crew to share the applause for helping to get every single passenger off safely.

Who do you work with that you can express appreciation for today? When all things are equal regarding work performance between you and another, many times the choice about who stays and who goes will come down to who acknowledges his team members versus who thinks only of self-advancement and getting all the credit. Be sure to take time to acknowledge and appreciate your team members, particularly during taxing times such as these, when many are being called to go above and beyond the call of duty.

Lesson 4 "It's my airplane." These were the words Captain Sully spoke to his first officer as soon as he saw, felt, and smelled the effects of birds being pulled through the engine. At first glance you might think Sully's words were just a way of being in control. The truth is this was part of his emergency protocol, and his first officer both knew it and complied. During times of intense stress, we are prone to do and say things that are out of

character. Things come out of our mouths and then we wonder, "Where did that come from?" Under stress, we are much more likely to become self-consumed and paranoid. That's why we, too, need an emergency protocol. I challenge you to take a moment and write down three basic beliefs that you can look to when under great stress. Example: "My job is only a portion of my life; it is not my entire life." Another one might be, "I cannot control my every circumstance, but I can control my response to every circumstance." Then, based on your beliefs, define for yourself and your team or co-workers a set of rules for how you will respond to changes in your job or your life circumstances—an emergency protocol—and don't waiver from it.

High levels of stress can create a real hotbed of emotions, especially in business. Don't be a victim of these difficult days—be intentional! Be a conduit of confidence. Prepare for the worst, and expect the best. Acknowledge and appreciate your team members along the way. And make sure you have an unwavering emergency protocol. In other words, when your stress level goes up, be like Sully, and create your own Hudson River landing.

Terry Barber is the Chief Inspirator for Grizzard Communication Group. He primarily serves the non-profit healthcare segment as well as colleges and universities in the subject area of philanthropic branding. Some of the organizations he consults with include Johns Hopkins Sidney Kimmel Cancer Center, Duke Cancer Center, University of North Carolina's Lindberger Comprehensive Cancer Center, and The Huntsman Cancer Center of Salt Lake, Utah. Barber is a popular speaker for corporate training and events, and an inspirational resource to the nonprofit community and is known in many circles as the Chief Inspirational Officer.

His new book, The Inspiration Factor can be purchased from www.amazon.com or www.barnesandnoble.com. Website: www.inspirationblvd.com

Congratulations!

to the following graduates for successfully completing the intense 10 day FirstWorks training program:

Arizona

Tom Rowley

California

Gerardo Alvarado
Dominic Bigornia
Al Fernando Chu
Linda Norsworthy
Marcus Tuner
Gil Umana
Carlos Zertuche

Washington

Anghela Chegarnov
Abhishek Kumar
Adam Le
Dung Nguyen

