

Seeing Red Cars™



Seeing Red Cars™ in an Office Setting

Increasing the Impact

I spoke to a company owner at the beginning of his fiscal year that wanted to show the Seeing Red Cars video for a large staff meeting.

One of the company's managers thought of an even better approach. She wanted to incorporate the Seeing Red Cars (SRC) philosophies into individual performance appraisals for the year. She saw the video as a great tool to help everyone achieve their objectives, especially amidst the current state of the economy.

The Manager saw the potential to do more with the program. She wanted to influence the goal setting process and continue implementing the SRC ideals daily. During each individual performance appraisal she refined Seeing Red Cars Activity #2. In this discussion, each staff member identified things that cause them to focus on what they don't want. Some examples included challenging co-workers, difficult clients, and not enough hours in the day. In the activity, each staff member identified their top three areas of focus, and wrote "I want" statements for each of these chosen areas. The "I want" statement is specifically about the thoughts, actions, and behaviors that they "want" to have. The power of this positive thought process deters us from expecting and experiencing negative results.

Fueling the Initiative

The Manager decided to review the content and pull quotes and segments from these meetings to incorporate into her weekly staff email for the entire year. Additionally, she chose to spread out the rest of the video training activities, music from the video and additional on-the-street interviews included on the DVD in all staff meetings. Her plan became a 40 week program of incorporating Seeing Red Cars in all staff communication.

On-Impact →

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Celebrating the Learning Process

To give their office a treat for their efforts, I directed her to a pastry chef who makes Seeing Red Cars cakes and cookies.

<http://tinyurl.com/seeingredcars-bakery>

The Manager made plans to celebrate and remind people throughout the year of the affirmative attitude of Seeing Red Cars. As you can imagine, "Seeing Red Cars" became the norm around her workplace.

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