

Seeing Red Cars™



Seeing Red Cars™ for Morale

Connecting with people

Recently, a leadership development specialist struggling with a team with low morale decided to show them the Seeing Red Cars film. She hoped it would boost the team's spirits despite their very challenging work that can have disappointing and discouraging results. After showing the film, she asked them about parts of their job that cause them to focus on what they don't want. After answering that question and writing down their responses, she had them clearly define what they can control in each of the areas that cause them to focus on negativity. This leader provided a great application for SRC, but she wanted to find a way to keep it alive and moving forward.

Therefore, to follow up with the key concepts from the film, she asked the team to turn in their "This Is What I Want List." She turned the lists over to the team lead who reviews them weekly, and identifies examples of people focusing on and creating the result they want. Then she buys a beautiful card and writes a hand written note to the employee, acknowledging them for a job well done and sends it to their home. In addition, she plans on including Seeing Red Cars stories in the monthly newsletter. She believes it is a way to further acknowledge the employee, to demonstrate their core values and to show the benefits of Seeing Red Cars. Her thoughtful, personal touch is a fantastic example of channeling positive energy into a difficult process with rewarding results.

On-Impact →

Laura Goodrich - Author & Thought Leader
laura@onimpactproductions.com 952.856.6071