

30 Days of Fred

Fred

2.0

NEW IDEAS
ON HOW TO
KEEP DELIVERING
EXTRAORDINARY
RESULTS

MARK SANBORN

Author of the New York Times Bestseller *The Fred Factor*

Here are 30+ things you can do--one a day--to live the spirit of Fred at home or at work. There is no particular order, so feel free to mix it up.

Day 1 What are you truly passionate about? Make a list of those 3-5 things that matter most to you at work.

Day 2 When was the last time you experienced something extraordinary from a service provider. Determine how you can apply what they did in your work.

Day 3 Today ask a customer, “How could we have improved your experience today?” Share what you discover with your team.

Day 4 Surprise a family member with a note, card or small gift.

Day 5 Thank a “Fred” in your life with a phone call, note or email.

Day 6 Encourage a co-worker. Thank them for something they did for you or the good work they consistently do.

Day 7 Look for a problem you can help a customer or colleague solve.

Day 8 Write down the most important thing you learned about being a Fred in the past week.

Day 9 Do something nice for someone without them finding out you did it.

Day 10 Get together with your team and brainstorm a list of all the things that create your customers’ “experience” and how you might improve them.

Day 11 Find one way you can personally add value to a customer or colleagues experience.

Day 12 Share a good idea or practice you use with someone at work.

Day 13 Make a list of the five most important people in your life. Review it regularly and look for ways to demonstrate how much you value the relationship.

Day 14 Review your past week. What was your greatest success and how did you achieve it?

Day 15 Call a customer and thank them for their business. (And don't try to sell them anything.)

Day 16 Ask a coworker to share the best idea they've had recently for creating value for customers.

Day 17 Ask another department or team at work, "What can our department do to help you better serve the customer?"

Day 18 Think of a customer you've lost because of a mistake or conflict. Consider reaching out with an apology and request to re-establish the relationship.

Day 19 Ask yourself question several times throughout the day, "How can I best be of service *right now*?"

Day 20 Commit to do something extraordinary for one person you meet today.

Day 21 Think of a recent experience when someone was a Fred in your life. What did you learn and how might you use it?

Day 22 What do you believe are the three most important characteristics of a Fred? Find a way to teach those principles to your coworkers and/or children.

Day 23 Give someone a Fred award. Create a document that highlights what a Fred is and what they did to exemplify it.

Day 24 Make a commitment today to live with passion. Don't sleep walk through the day. Focus on that things that make you feel most alive.

Day 25 After each encounter with someone today, quickly evaluate: did I just interact or did I relate? Identify the difference between the two.

Day 26 Find an opportunity to go ABCD (above and beyond the call of duty). Do more than you need to in the pursuit of excellence today.

Day 27 Identify something that could be improved by simplifying it. Then simplify it.

Day 28 Have you done anything in the past 30 days to reinvent yourself? What did you do? What will you do differently in the future.

Day 29 How will you grow today? Learn something that will enable you to be a bigger difference maker.

Day 30 Identify an important area of your work. Come up with 2-3 ideas about how you could do it more creatively.

Bonus

Find a community leader who exemplifies these principles and thank him or her.

Share these principles with your family and find examples of how your spouse and children demonstrate them.

Use these principles in an organization you belong to outside of work.

Look for an opportunity to contribute in the community where you live.

Volunteer to share the story of Fred with an elementary school class.

Mark Sanborn www.marksanborn.com 303-683-0714

