

COMPANY VALUES:

- **Safety**
- **Integrity**
- **Team**
- **Excellence**

Tiger News

NEWSLETTER

SPECIAL EDITION



PART 5

A Message from Dennis Altnow, CEO



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This fifth Special Edition Newsletter will be dedicated to SHINE attributes #9 and #10: **Competent & Innovative** and **Inject Fun into Work Environment**. We are almost done with unpacking the attributes of SHINE.

Innovation has been at our core for many years. We were one of the first companies back in the 70's to buy an IBM System 32 in our area. No doubt without the key component of innovation within our Tiger team we would have been one of the thousands of trucking company failures of the 80's when trucking rates were deregulated by the PUC and ICC. Being competent and innovative has provided us with a competitive edge!

We are also going to discuss the important attribute of injecting fun into the workday. Fun can be an event such as a company picnic, it can be a moment in the day such as when someone says something funny, or it can be a general sense of fun because you are doing something you truly enjoy or enjoy the results. Perceiving the moments as "Fun" is usually a matter of choice and a

perspective of the event that is occurring. As interruptions arise during the day, it is a mind shift to see these as challenges instead of hassles and being part of the solution is most often very fun.

We have enjoyed spending time reflecting on sharing with all of you the attributes of SHINE, and to put into words the factors that have driven us for many decades. Before we jump into the details of Competent & Innovative and Inject Fun into Work Environment, here is a review of all 12 attributes:

The 12 Attributes of SHINE:

1. Win⁴ (Employees, Customers, Company, & Vendors)
2. Perpetuate, Preserve Legacy & Facilitate Succession
3. Humble, Hungry & People Smart
4. Development of People and Processes (Kaizen/LEAN)
5. Servant Leadership
6. Adaptable & Resilient
7. Provide Clarity & Transparency
8. Committed, Tenacious & Consistent
9. **Competent & Innovative**
10. **Inject Fun into Work Environment**
11. Protect and Steward
12. Trust, Unity & Team

**"The future belongs to the competent.
Get good, get better, be the best!"
-- Brian Tracy**

✦ Competent & Innovative ✦

Competency and innovation are key attributes of SHINE because it generates trust and hope from anyone who engages with the Tiger team. Google defined Competent as "Having the necessary ability, knowledge, or skill to do something successfully." To display competence, members must consistently execute effective decisions. Competence is developed by mastering a profession through the daily experiences of failures or successes, over a period of time. Comparing a newly licensed driver to an experienced driver is a good example. A newly licensed driver has the basic knowledge of operating a tractor. However, the experienced driver has the proficiency of using a tractor. **"Knowledge is knowing that a tomato is a fruit.**

Wisdom is not putting it in a fruit salad." -- Miles Kington.

Google defined Innovative as, "Introducing new ideas; original and creative in thinking." It is important to understand that changing for the sake of change is not considered innovation. Status quo is acceptable as long as the process, procedure, solution, idea etc. is still relevant and effective. Innovation can be as simple as a mobile device application to track driver hours instead of paper logs. It can be as complicated as eliminating paper documents in the hiring process. Regardless of the complexity, innovation is necessary to help the team adapt to the rapidly changing industry. **"Even if you're on the right track, you'll get run over if you just sit there."** -- Will Rogers

When the Tiger team behaves with competent and innovative attributes, WIN⁴ will SHINE brightly and generate trust and hope!!! Employees can feel safe with the leadership's ability to make appropriate business decisions. Employees can depend on the management team to provide fair and outside-the-box solutions to their concerns. Customers can feel secure knowing that the team is capable of providing effective transportation solutions. Customers can rely on a long-term partnership knowing that the team practices continuous improvement methods. Vendors can trust to receive correct and timely payment for their support. Vendors can feel free to present new and cost-effective solutions.

✦ Inject Fun into Work Environment ✦

Maintaining a positive and fun work environment contributes to the team's WIN⁴ and SHINE. Multiple studies show that a positive work environment is beneficial to long-term health. According to Harvard Medical School (12/2013), **"Having a good laugh can help the heart. Laughter has been found to lower levels of stress hormones, reduce inflammation in the arteries, and increase good cholesterol."** According to the Harvard Business Review (12/2015), **"Happier workers have "63% lower absenteeism, 51% fewer accidents, and 40% fewer errors."** For the Tiger team to SHINE, every member will need to help find creative ways to have fun while at work. There are many ways to have fun and fun can mean different things to different people. So what kind of fun can the Tiger team members do?

For team members on the road, listening to audio books can help. Singing along with some popular music can help develop vocal skills and increase oxygen intake. The Pandora Internet Radio has a Comedy station for those who like to laugh often. **A word of caution, extreme laughing might cause distracted driving or loss of control!** If possible, help people that might need assistance on the road (this behavior helps the body release Oxytocin - a neurochemical that helps strengthen the bond between people). Snack on a banana, seeds, nuts, eggs, pineapples, or cheese (foods with natural Serotonin - a neurochemical that triggers the feeling of happiness and relaxation).

For team members in the shop or office, schedule a potluck as a group. Go out to breakfast, lunch, or dinner

with other team members. Join team competition sports like softball, basketball, or bowling. Invite members to help with charitable events. Not one person or group needs to be in charge of every activity. **Take the initiative and ask people to join!!!**

Time is an obstacle when trying to have fun at work, but there are ways a member can still have fun while on the job. Helping a teammate find a solution can be fun. Finishing everything on the to-do list can feel good. Looking for ways to improve your process or work can be exciting. Regardless of the different interests, it is important to make time to have fun and SHINE ALL YEAR-ROUND!!!

"People rarely succeed unless they have fun with what they are doing."-- Dale Carnegie

