

CLEAN BEAT

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A Lasting Impression:

“The Art of Meaningful Connections”

By Jerry Kessie

In the span of nearly four decades, our journey has been adorned with countless memories and stories that have not only shaped our business but also enriched our lives. Many of those stories I have shared here in this column and the questions I often receive are: “*Are these stories really true?*” and “*How do you have so many meaningful connections with your clients?*” The answer is, “*Yes, they are, because our goal is to purposely create these moments.*” This month's featured article, “*A Lasting Impression,*” is a heartfelt ode to those indelible moments and the remarkable individuals who have left an enduring mark on us. Here are five keys to leaving a lasting impression, illustrated through our experiences.

- **Presence in time of need**

When a client's mother passed away, attending the memorial service was a small gesture on my part; yet the family's insistence that I stay for the meal and sit with them spoke volumes. It was a poignant reminder that being present in the lives of those we serve—especially in times of need—transcends the bounds of business and enters the realm of genuine care and compassion.

- **Attention to what matters**

When another client entrusted us with the task of cleaning a large stuffed dog—a precious gift from her father who was often away for weeks—it wasn't just about the service. It was about acknowledging and honoring what matters deeply to them. This act of paying close attention helps forge connections that are both meaningful and memorable.

- **Sincerity is key**

Our interactions with clients go beyond transactions. They are opportunities to build relationships founded on sincerity and mutual respect. As the saying goes, “*All things being equal, people will do business with a friend. All things being unequal, people will still do business with a friend.*” This principle has guided our approach, allowing us to cultivate friendships that have stood the test of time.

- **Listening with intention**

Listening is an art that goes beyond hearing words; it's about understanding the emotions and thoughts behind them. Every conversation with a client is a chance to not only learn about their needs but also to show that they matter. This intentional listening demonstrates that you value them as individuals, not just as clients.

- **Exceeding expectations**

Whether it's going the extra mile or delivering more than what was promised, exceeding expectations creates unforgettable experiences. It's about surprising and delighting those we serve, letting them know that they are worthy of our best efforts. This ethos not only sets us apart but also cements our place in their hearts and minds.

In weaving these keys into the fabric of our interactions, we create not just impressions but legacies. As Proverbs 3:27 (NIV) aptly puts it, “*Do not withhold good from those to whom it is due, when it is in your power to act.*” True to

this wisdom, our commitment to leaving a lasting impression is our way of doing good, honoring every moment, every story, and every individual that crosses our path.

As we reflect on the past forty years, we are reminded that success isn't measured by the figures in the books (*Trudy, my accountant and Christina, my friend at Flagship Bank will attest to that!*), but by the lives we touch and the impressions we leave behind. Here's to more years of meaningful connections and enduring impressions.

Every story shared, every moment cherished, and every service rendered speaks volumes of the profound connections we've fostered over the years. We hope this article not only brings you insight but also inspires you to leave your mark on the world, one act of kindness at a time.

March Mirth: A Roaring Start with a Gentle End

By Jerry Kessie



As the saying goes, March storms onto the calendar like a lion—proud, loud, and impossible to ignore. But by the time it sheepishly exits, it has transformed into the gentlest of lambs, tiptoeing out with a serene grin. This age-old adage perfectly encapsulates the unpredictable, often tumultuous journey from winter to spring.

In many parts of the Northern Hemisphere, March is a transitional month, when the fierce cold snaps of winter gradually give way to the tender warmth of spring. The beginning of March often sees remnants of winter's might, with blustering winds and perhaps a final, defiant cold front dropping the local temps plummeting into the 50's. (*Brrr.*) The lion rages, reminding us of its power. Yet, as the days stretch out and the sun lingers a little longer each evening, the ferocity fades, giving way to gentler weather. The lamb ambles in, heralding blossoms, gentle showers, and the rejuvenating essence of spring.

Life, much like March, doesn't allow us to reside too long in either extreme. After all, what would March be without its blustering lions and serene lambs? A monotonous stretch of indistinct days, likely. And what would life be without its highs and lows? Certainly not the rich tapestry we each weave with our experiences.

So, as we march through March, let's embrace both the lions and the lambs. Let's learn to navigate the storms with grace and to cherish the calm with gratitude. After all, it's the contrasts that make life interesting and teach us resilience, adaptability, and the beauty of change.

In closing, remember that whether March enters as a lion or a lamb, it's merely life's playful reminder that change is the only constant. And, perhaps, it's in learning to dance in both storms and sunshine that we truly find our stride.