



THE COLLISION VISION

The Attitudes Behind a Trusted Brand

by Loren Paulsson on October 20, 2011 from Character First! the Magazine

Toyota's recent quality issues illustrate how quickly a brand can go from object of emulation to punch line. But according to Millward Brown's "2011 BrandZ Top 100," Toyota's brand was still 11 percent more valuable than it was the previous year.

Perhaps Toyota has weathered the storm better because Toyota products' past dependability had built up a certain amount of goodwill. Barbara Rozgonyi of Wired PR Works reported Millward Brown ranked Toyota the seventh "most trusted and recommended" brand in the United States.

Amazon.com ranked number one in the United States in trust and gained 37 percent in brand value worldwide. All together five of the top 10 most trusted brands in the United States—Amazon.com, FedEx, Toyota, Pampers, and United Parcel Service—also ranked among the top 100 most valuable brands in the world.

Anyone who consults Consumer Reports before buying a car or a lawn mower has some idea of how dependability can affect brand reputation. But building that kind of dependability into an organization takes time...and some seemingly counterintuitive effort.

When a leader avoids promising more than he or she can deliver and gets things done on time, it reinforces the value of agreements, shows respect for team members who are affected, and sets a standard for future leaders. Different cultures and situations require different levels of precision, but a leader must always keep his or her word. That means living up to safety standards he or she expects of others, abiding by company policy, and showing up at the agreed upon time.

A leader also needs to communicate, sometimes more than comes naturally. In the short term, it seems easier to give out as little information as possible and explain decisions after they have been made. But if leaders truthfully communicate the challenges facing the organization, colleagues will be more able to understand, even if they don't agree.

Colleagues probably won't believe a leader's sincerity in the beginning, but if a leader can graciously engage with criticism when it comes and respond decisively to whatever legitimate issues the critic raises, he or she will have more credibility to challenge others to achieve goals they might not yet know they can reach.

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WELLNESS

Happy, healthy holidays!

It might be challenging to set aside time each day for physical activity and healthful meals. But these things are important for health. Whether your holidays are calm and bright or a blur of activity, one of your priorities should be to keep them healthy. It's important to focus on your personal health all year round. During the holiday season, people tend to consume more calories and exercise less. With balance and moderation you can enjoy the holidays in a healthy way.

Exercise

Thanksgiving often begins a 5-week marathon of holiday shopping, parties, and missed workouts culminating with a resolution to get back on the treadmill in the new year. But any time of the year, it's important to:

- Be physically active at least 30 minutes a day, on at least 5 days each week.
- Do strength-building activities (e.g., crunches and push-ups) at least twice a week.
- Do stretching to keep your major joints flexible (neck, shoulders, back, hips, and legs) on at least 2 or 3 days each week. For maximum flexibility,

stretch daily.

Here are some ideas to keep you exercising:

- If you find it difficult to squeeze in 30 continuous minutes, then divide the exercise into 10- or 15-minute segments.
- Take public transportation to downtown shops. Walk or bike to the bus or train stop.
- When driving, park in the space that is farthest from the store.
- Walk briskly between shops.
- Walk on a treadmill or do jumping jacks while the pie or other holiday treat is baking.
- When watching holiday specials on television, do push-ups and crunches during commercial breaks.
- Rather than sitting around the table talking about holiday plans, brainstorm with your family or friends while you walk briskly around the neighborhood.

Plan parties that are activity-oriented. Cold weather ideas include: sledding, snow shoeing, and ice skating. Seasonal ideas include: caroling and walking through decorated neighborhoods. For something a little out of the ordinary, host a pool party at your local aquatic center (Santa hats optional).

Other ways to stay fit

Fitness means more than being "in shape" or athletic. Staying fit also means staying healthy – physically and emotionally.

Manage stress

Holidays can be stressful. In small quantities, some stress is good. But too much stress can not only spoil your holiday spirit, but also make you physically sick.

Limit commitments. Make room for what really matters for you. The rest can wait until January!

Make sure you get enough sleep

– at least 7 hours each night.

Avoid over-spending. You don't have to buy expensive gifts to have happy memories. And you shouldn't feel obligated to give gifts to your coworkers or boss.

The holidays are a time to celebrate, give thanks, and reflect. They are also a time to pay special attention to your health. Give the gift of health and safety to yourself and others by following these holiday tips.

FOOD FOR THOUGHT

Eat Right for the Holidays!

(Or Healthy Tips for the Holiday Food Frenzy)

Food is an important part of the holiday season. Whether your taste runs to old standbys or to something new, it's easy for normal eating patterns to take a backseat at this time of year. By following a few tips on holiday eating, you and your family can enjoy special foods while keeping a balanced and healthy diet.

- Alcohol has a lot of calories. So do eggnog, punch, and soft drinks. Drink water instead. If you can't resist, alternate your favorite traditional drink with a glass of water. If you drink, the recommended maximum is one alcoholic drink a day for women; for men it's two drinks a day. Of course, if you're the designated driver, steer clear of alcohol completely.
- If you're hosting a holiday party, provide healthy snacks. Serve salsa with wholegrain, trans-fat-free chips or pita wedges. Offer guacamole with fresh vegetables.
- If you are a guest, offer to bring a dish to share – and then make sure you bring something healthy. Suggestions include: naturally delicious sweet potatoes drizzled with orange juice and sprinkled with cinnamon; thinly sliced carrots layered with onions and celery seed and baked until soft; a colorful fruit salad.
- Cook stuffing outside of the turkey – it'll have fewer calories.
- Eat smaller portions of food. This is especially important at a buffet, where you may want to try everything. Choose the items you want to try the most, and eat a small portion of each.
- You don't have to pass up the cheese tray entirely – just eat a small amount. Harder cheeses tend to be lower in fat than softer cheeses. If you pick the most flavorful cheese on the tray – a sharp cheddar or havarti – you won't want as much of it. And while you're at it, select a whole-wheat or multi-grain cracker instead of one made with refined grain.
- You'll enjoy your meals better if you eat slowly. You will also eat less, because your stomach will have time to realize it is "full."
- The bulk of your meal should consist of fruits and vegetables.
- Don't park yourself in front of the buffet at a party. Mingle! If you stand by the buffet, you'll eat more than you would if you were across the room.
- The holiday season can keep you on the go with little time to prepare meals. Fast food may be handy, but often is high in fat and calories. Prepare and freeze quick, healthy meals ahead of time to stay out of the fast-food trap.
- Don't deprive yourself of dessert if you want to eat it. Just eat smaller portions and make the healthiest choice. Apple pie is probably better than other holiday favorites because it contains fruit and not as much sugar and calories as other rich desserts. Pumpkin pie is also a healthier choice than cookies and cakes. Fruit salad makes a delicious desert too.
- If part of your holiday tradition involves baking cookies, make them with vegetable oil in place of solid fats or shortening. Add some whole grains or wheat germ, raisins, and nuts. Also, make the cookies mini-size. Use a teaspoon instead of a tablespoon for drop cookies and cut bar cookies into bite-size pieces. You can offer more varieties and you won't have to bake nearly as many.
- After a meal, go for a walk with your family to see holiday displays in your neighborhood.
- Brush your teeth after you eat. It will make it easier for you to avoid a bed-time snack.

FAMILY HEALTH AND WELL-BEING

choose MyPlate

10 tips to a great plate

1. BALANCE CALORIES

Find out how many calories YOU need for a day as a first step in managing your weight. Go to www.ChooseMyPlate.gov to find your calorie level. Being physically active also helps you balance calories.

2. ENJOY YOUR FOOD, BUT EAT LESS

Take the time to fully enjoy your food as you eat it. Eating too fast or when your attention is elsewhere may lead to eating too many calories.

Pay attention to hunger and fullness cues before, during, and after meals. Use them to recognize when to eat and when you've had enough.

3. AVOID OVERSIZED PORTIONS

Use a smaller plate, bowl, and glass. Portion out foods before you eat. When eating out, choose a smaller size option, share a dish, or take home part of your meal.

4. FOODS TO EAT MORE OFTEN

Eat more vegetables, fruits, whole grains, and fat-free or 1% milk and dairy products. These foods have the nutrients you need for health—including potassium, calcium, vitamin D, and fiber. Make them the basis for meals and snacks.

5. MAKE HALF YOUR PLATE FRUITS AND VEGETABLES

Choose red, orange, and dark-green vegetables like tomatoes, sweet potatoes, and broccoli, along with other vegetables for your meals. Add fruit to meals as part of main or side dishes or as

dessert.

6. SWITCH TO FAT-FREE OR LOW-FAT (1%) MILK

They have the same amount of calcium and other essential nutrients as whole milk, but fewer calories and less saturated fat.

7. MAKE HALF YOUR GRAINS WHOLE GRAINS

To eat more whole grains, substitute a whole-grain product for a refined product—such as eating whole-wheat bread instead of white bread or brown rice instead of white rice.

8. FOODS TO EAT LESS OFTEN

Cut back on foods high in solid fats, added sugars, and salt. They include cakes, cookies, ice cream, candies, sweetened drinks, pizza, and fatty meats like ribs, sausages, bacon, and hot dogs. Use these foods as occasional treats, not everyday foods.

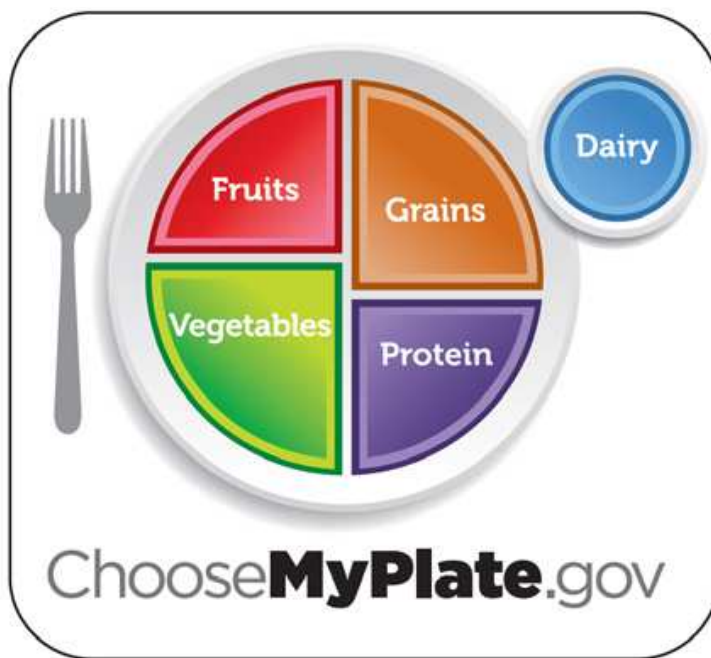
9. COMPARE SODIUM IN FOODS

Use the Nutrition Facts label to choose lower sodium versions of foods like soup, bread, and frozen

meals. Select canned foods labeled “low sodium,” “reduced sodium,” or “no salt added.”

10. DRINK WATER INSTEAD OF SUGARY DRINKS

Cut calories by drinking water or unsweetened beverages. Soda, energy drinks, and sports drinks are a major source of added sugar, and calories, in American diets.



Go to www.ChooseMyPlate.gov for more information.

CHARACTER FIRST!®

ALERTNESS v carelessness—being *aware* of what is taking place around me so I can have the right *responses*

Alertness in Relationships

Take Time to Invest

Alertness is most important and most difficult when we are around those closest to us. Sadly, the constant presence of family members can condition us to ignore them. However, we communicate our esteem for others by the consideration we show them when we are busy with other projects.

Beware of Danger

Numerous hazards confront us daily, but we do not think about them as long as their potential is not realized. Alertness recognizes dangers and helps to prevent hazardous situations. Parents can avoid storing kitchen knives or household chemicals in areas where small children play. When someone is allergic to dust, others show alert consideration by keeping dusty objects out of the house.

Be Aware of Needs



This awareness also extends to needs that are not communicated. When others show signs of hurt or discouragement, we may need to ask gentle, probing questions, or we may need to give them time to sort out their feelings. Whatever the case, we must be alert to both verbal and nonverbal expressions of needs. When we practice this awareness of other people, our attitudes make the difference between honest concern and nosy condescension. A friend focuses on the other person and his or her interests, not on gathering information, nagging, or changing the other person's behavior.

Practical Applications of Alertness

- Consider what your activities and appearance communicate. Realize that certain activities could weaken others' trust.
- Look for and praise the ways family members display good character.
- Do not allow otherwise harmless activities to become so consuming that they displace the important priorities in your life.

Use preventative maintenance with cars, household appliances, and personal health.

*"I'm calling in scared. I am 'afraid' that I am not coming to work today."
-from http://madtbone.tripod.com/work_excuses_2.htm*

Need Some Time Off?

Go to HRconnection.com

Log on to www.HRconnection.com to request time off, check your vacation balance, update your personal information and get information about what is happening within the company. If you have any questions about logging in to HRconnection, contact Jan at 720.898.6297 or jwhitley@hanksautobody.com.

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Yet even beyond these considerations, when a leader works through the process of making things right, he or she helps others get beyond getting caught or pointing fingers and focus instead on getting things as close as possible to the way they ought to be. Problems don't get bigger when someone points them out. Problems get bigger when someone lets them slide.

We notice a lack of dependability when a car breaks down or someone misses a deadline. But dependability isn't just meeting deadlines; it's all those little daily decisions that put us and our colleagues in position to seize tomorrow's opportunities.



Our Family Serving Your Family's
Car Care Needs Since 1950.



Please contribute to this newsletter! We welcome your ideas, so please let us know what you want to see. Contact Kris at 720.898.6283 or at knewell@hanksautobody.com.



SAVE THE DATES!
SANTA PARTY

Thursday, 12/8, 6:30 pm
Wheat Ridge Rec Center

CHRISTMAS PARTY

Friday, 12/16, 6:30 pm

Hank's Auto Body West

SIGN UP SHEETS AT WORK

MarketPlace Chaplains Contact Information

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**WORLD'S OLDEST CAR SOLD
FOR RECORD PRICE**

The world's oldest running motor car, a historic 1884 De Dion Bouton et Trepardoux Dos-a-Dos Steam Runabout, sold for \$4.62 million last month at RM Auctions' in Hershey, PA. The sale price represents a new world record for the sale of an early motor car sold at auction.



You can read more about this car at:

http://www.bodyshopbusiness.com/Article/92714/strange_but_true_worlds_of_dest_running_car_sells_at_auction_for_46_million.aspx

Check us out at

<http://www.youtube.com/hanksautobody>



The editors of this newsletter make every effort to include complete and accurate information.