

## Vinayasādhana

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### Last But Not Least Ducks Quack, Eagles Soar

Harvey Mackay was waiting in line for a ride at the airport. When a Taxi pulled up, the first thing Harvey noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the Taxi driver jumped out and rounded the car to open the back passenger door for Harvey.

He handed Harvey a laminated card and said: "I'm Jimmy, your driver. While I'm loading your bags in the trunk I'd like you to read my mission statement." Taken aback, Harvey read the card.

It said: Jimmy's Mission Statement: To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.

This blew Harvey away. Especially when he noticed that the inside of the Taxi matched the outside. Spotlessly clean!

As he slid behind the wheel, Jimmy said, "Would you like a cup of coffee? I have a thermos of regular and one of decaf."

Harvey said jokingly, "No, I'd prefer a soft drink."

Jimmy smiled and said, "No problem. I have a cooler up front with regular and Diet Coke, water and orange juice."

Almost stuttering, Harvey said, "I'll take a Diet Coke."

Handing him his drink, Jimmy said, "If you'd like something to read, I have *The Wall Street Journal*, *Time*, *Sports Illustrated* and *USA Today*."

As they were pulling away, Jimmy handed Harvey another laminated card, "These are the stations I get and the music they play, if you'd like to listen to the radio."

And as if that weren't enough, Jimmy told Harvey that he had the air conditioning on and asked if the temperature was comfortable for him.

Then he advised Harvey of the best route to his destination for that time of day. He also let him know that he'd be happy to chat and tell him about some of the sights or, if Harvey preferred, to leave him with his own thoughts.

"Tell me, Jimmy," Harvey asked the driver, "have you always served customers like this?"

Jimmy smiled into the rear view mirror. "No, not always. In fact, it's only been in the last two years. My first five years driving, I spent most of my time complaining like all the rest of the drivers do. Then I heard the personal growth guru, Wayne Dyer, on the radio one day. He had just written a book called *You'll See It When You Believe It*. Dyer said that if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. He said, 'Stop complaining! Differentiate yourself from your competition. Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd.' That hit me right between the eyes," said Jimmy.

"Dyer was really talking about me. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I looked around at the other Taxis and their drivers. The Taxis were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I did more."

"I take it that has paid off for you," Harvey said.

"It sure has," Jimmy replied. "My first year as an eagle, I doubled my income from the previous year. This year I'll probably quadruple it. You were lucky to get me today. I don't sit at Taxi stands anymore. My customers call me for appointments on my cell phone or leave a message on my answering machine. If I can't pick them up myself, I get a reliable Taxi friend to do it and I take a piece of the action."

Jimmy was phenomenal. He was running a limo service out of a Yellow Taxi. Harvey shared the story of Jimmy with other Taxi drivers over the years, and only two took the idea and ran with it. Whenever he goes to their cities, he gives them a call. The rest of the drivers quacked to Harvey like ducks and told him all the reasons they couldn't do any of what he was suggesting...

No one can make us serve our customers well. That's because great service is a choice. Jimmy the Taxi Driver made a different choice. He decided to stop quacking like ducks and start soaring like eagles.