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CONSULTING

*Your Springboard  
to The Next Level*

# Business, Leadership & Life

## Shortcuts

### RESPECT

*Do this One thing and you will be able  
to rise to any occasion  
and turn 'lemons in to lemonade'*

**TREVOR MARCHANT & EVE DALLAS**

Business & Performance Coaching

**THE BOSS factor-** eBook Series

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**We read to spend time with smart people.** Without reading, our expertise will be limited to our direct experiences. We don't experience life quickly, so our direct experiences are limited. Of course, book learning is not as good as hands-on experience, but it may open the door to opportunities for hands-on experience and make us more effective when we get the opportunity.

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Robert E Johnson, International Motivational Speaker, Author, and Management Consultant.

# RESPECT

Aretha Franklin... (1942-2018)

Hey, what you want (Oo)  
Baby, I got (Oo)  
What you need  
(Oo) Do you know I got it?  
(Oo) All I'm askin'  
(Oo) Is for a little respect when you come home  
(just a little bit)  
Hey baby (just a little bit) when you  
get home (Just a little bit) mister (just  
a little bit)



There's a common thread that runs through those few businesses who are just bursting out the top all the time.

They're meeting and exceeding goals. They're realising their visions and aspirations.

They're always over and above expectations....and these robust, energised, continually successful firms seem to have a secret. And frankly, we have studied it, we have gone to school, we have consulted, we've done everything we can to find the formula that says – "We will be one of these businesses in this very small, select group that achieves perpetual success."

**The secret, the clue, the common thread is simply how you treat people.**

It's how you treat your fellow man, and how you treat your team members and how you treat your clients, your regulators, the public, your audiences, your communities. How you value the worth of an individual, how you bring the human factor into real importance and not just a statement you make in your 'wish list' of strategic objectives.'

If you treat people with respect, then you are well on your way to earning respect...which is what every business leader must have to even have half a chance of becoming successful.

If people don't respect you, it follows that they usually don't like you either and therefore they won't trust you....and trust as you know is the one thing that changes everything.

Without trust – you may as well go home.



When you establish any business, you are making a commitment to that company to offer quality management and excellent leadership. As the owner and the entrepreneur, you will have to provide the type of leadership that will give your company structure, professionalism, and success.

Without a good leader, a business will either fail or tread water. Leadership provides the standards and practices that are needed for success. There are certain characteristics of a good leader that a small business owner will need.



A good leader is approachable.

If you are a business owner, and your employees cannot approach you, then you will find quite a number of problems will arise very quickly. Employees who cannot approach their boss out of fear or intimidation will not be able to voice their concerns, and they will quickly become dissatisfied. Unhappy employees will hinder the operations of the business.

A quality leader is responsible.

Whether it is in the good times or the bad, a business owner must be able to take responsibility. When things go wrong, whether it is the fault of an employee or a customer, the owner must be prepared to be responsible for their own business.

After all, anything that goes on in your company is traced back to you.

#### AN EXCELLENT LEADER IS RESPECTABLE.

If you do not garner respect from your employees, your colleagues, and your customers, you will not be providing a professional image. Your employees may be more prone to irresponsible behaviour if they do not respect you.

Potential customers may choose to do business elsewhere if they feel that you do not run a respectable, professional business.

A professional leader is adaptable.

When you own a small business, you must be prepared for change. In order to provide a successful company, then you will need to not only be prepared for that change, but also be able to adapt to it. Without being ready to change your products, prices, order of business, and more, you will not be able to run your business well.

*Finally, a good leader knows the importance of their employees.*

Without employees, your business is bound to fail. You will need to be able to listen to your employees, respect their opinions, and recognize their value. Make sure your employees know they are valued, and make sure they know they can talk to you about their concerns and their complaints.

Let me pick up my opening thoughts on ‘treating people the way you like to be treated- with respect.’ – which is the Golden Rule of Business, and the critical leadership trait of every successful leader: An excellent leader is respectable.

## What exactly is respect?

It’s the sense of worth or personal value that you attach to someone.

Respect is an overall evaluation you give someone based on many factors – what that person is doing with their life, how they treat you and others, whether they are honest or not and if they seem to consistently do-good things, large or small, for other people. In short, respect is a positive view you form of how someone is living their life. On the other hand, self-respect is your view of how you’re living your life.

Here are my brief thoughts of what I see are the three critical areas of Respect.

1. Self-respect,
2. Respect for others and
3. Respect from others

All three of these areas of respect are vitally important. Self-Respect

Respecting yourself means giving and defining your own worth and value as a human being. Think about this: if you do not respect yourself, it will be more difficult for you to respect anyone else. So, it all begins with self-respect. But how do I go about respecting myself?

Outlined below is a list of ideals that are fundamental to self-respect. Once you begin to genuinely adopt and develop these, you’ll be on your way to developing a healthy level of self-respect.

However, you will see that certain ideals have the greatest impact on your level of self-respect, and you’ll have to determine how that quality will be deployed within your life.

*Being an Honest Person...* You must be honest with yourself and with others.

*Training, Education and Development...* A vital key to self-respect is knowledge.

*Understanding the Impact of Proper Nutrition/Exercise...* To be your best, you must feel your best.

*Understanding Financial Responsibility...* Financial responsibility is a cornerstone to independence.

*Learning to Listen...* Part of learning self-respect involves respecting the beliefs of others.

*Understanding the Value of Good Manners/Proper Conduct...* Knowing and exercising good manners and proper conduct will make you feel good about yourself, and, in return, others will respect you for your good manners and proper conduct.

For example, when people take the time to call you, to text you, to email you – answer them immediately. Become a rapid responder. You don't have to answer them fully - just acknowledge them otherwise you are saying your time is more important than theirs or you are more important than them.

This is not self-respect it is simply being arrogant.

You are not being respectful, and you will not earn any respect this way.

This is common COURTESY AND GOOD MANNERS...

*Learning to Accept Personal Responsibility for Your Own*

*Conduct...* Part of being a respected person involves taking responsibility for your own actions.

*Learning When and How to Apologize...* Accepting responsibility involves formally apologizing for wrongdoing and striving to make amends.

*Learning to Understand Which of Your Friends are Good Influences and Which Ones are Bad Influences...* We must learn to emulate those who are good influences and ignore those who are bad influences.

*Having Important Goals and Plans for Reaching Them...*As you set goals and attain them, you will gain strength to challenge yourself a little more; the more goals you attain, the more your self-respect will grow.

You should address this small sample of ideals within your own life to carry a well-rounded respect for yourself. If you haven't done so already, start working on every one of them.

Keep a journal to track your progress. And, as always, if you need help with any of them, turn to a valued listener for help.

### Showing Respect for Others

Just like with yourself, when you demonstrate respect for others, you give value to their being and ideals. In addition, you'll make someone feel good by granting them respect, provided, of course, it's something that they deserve.

One of the best ways to show respect for someone is to truly listen to another's point of view. Obviously, we'll not always agree with one another on every topic (and you should never adopt a point of view with which you do not agree), but we should allow each other to have and express our own views – regardless of whether we agree with them or not.

*“To be one, to be united is a great thing. But to respect the right to be different is maybe even greater.”*

**Bono**

Keep this in mind: you owe everyone a basic level of respect for being a fellow human being, but your level of respect for others will vary from person to person. Just like your self-respect will grow as you master the ideals discussed above, your level of respect for others will vary depending upon your view of them and their own self-respect.

There's nothing wrong with affording some people greater respect than others. You should be kind and polite to everyone – no question about that. But for obvious reasons, some of us simply deserve more respect than others. For example, I think we would all agree that a consistently honest person deserves more respect than a habitual liar.



So, always be kind, polite and afford a basic level of respect for your fellow man, but you shouldn't afford beyond basic respect to those who aren't working on ideals you believe to be important.

Respect is one of mankind's most noble sentiments. The highest levels of respect are always earned – never given.

This is true of self-respect as well as respect for others.

Before granting the highest level of self-respect or respect for others, make sure the person is worthy of the honour.

For example, we tend to respect those who've accomplished significant or important things in their lives, such as good grades, participation in community activities, doing something special at church or in an interest group and playing sports well. These – along with dozens of other potential accomplishments – can put more points in your respect bucket. Obviously, the older you become, the more opportunities you're going to have to accomplish such things. These are small but important steps toward reaching some of the major goals you may have for your life. So, relax, start working on these accomplishments now, and your time will come.

Respect from others

Clearly, there are actions you can start taking to gain respect from others:

*Show Respect for Those Around You...* Respect is a two- way street. To gain respect, you must be a giver of respect as well.

As we discussed in *How to Respect Yourself and Others* – there's a basic level of respect we should show for everyone, regardless of the circumstances.

Make sure you hand out respect when you feel it's due.

*Show You Can Make Good Choices...* Take the initiative to handle your responsibilities seriously. Do the responsible thing without having to be told or reminded to do so every time. Your attitude and behaviour are two important factors in whether other people will respect you or not.

*Speak Up for What is Right...* For the most part, by the time we're in our early teens we know right from wrong on many levels. To gain respect, not only should you always do what's right – irrespective of the consequences – but you should speak up for what is right.

*Show You Believe Your Life is Important...* Act with the utmost respect toward yourself. Your business and work habits, what you do with your spare time, what outside interests you have, and many similar factors reveal what you think about yourself. As people observe your attitude and behaviour, these observations will go a long way toward you gaining their respect...respect you hopefully deserve.



**Respect creates harmony.**

If we would all attain the appropriate level of self-respect, have, and show respect for all others, and live so others will respect us, the world would be a harmonious place to live.

There would be no hatred, no violence, and no wars.

If we could spread enough of it around, acts of respect could, in fact, change the world.

Indeed, we would live in a world of peace.

Respect is a powerful ingredient in how people – even total strangers – treat each other.

But obviously, human beings have inhabited this planet for many, many years and we are not there yet. However, let's not give up hope. If each of us did our own respectful part, this peaceful condition could become a reality.

Maybe it could even begin with you. Why not try to start your own respect revolution by showing you respect yourself, and you respect others. What if, beginning with you, people started to make a pledge to respect each other as human beings first, and then to respect other people's genuine beliefs, views, and opinions? What if you got out in front and lead us all on this important road of respect?

Are you willing to give it a try?

*"Not armies, not nations, have advanced the race. But  
here and there, in the course of  
the ages, an  
individual has stood up and cast his shadow over the world."*

Edwin D. Chapin

Live well, Lead strong and (always) Good Selling.

Sincerely

*Trevor & Eve*

TREVOR MARCHANT & EVE DALLAS

*P.S.* If you haven't already done so, DOWNLOAD 'Readers are Leaders - INTRODUCTION' as it gives you the what and why of The BOSS factor Library and the many ways you can use it.

# THE MERCHANT DALLAS BUSINESS SYSTEM

for holding on to what you've got  
and attracting more of the same ...

**“ A business improvement and growth system for ALL business owners.”**

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So, if you want to improve your retention rate and remember a 5% improvement in retention will lead to a 25- 60% increase in profits and if you want to grow your revenue exponentially and all of this makes sense to you then a closer look at the MERCHANT DALLAS BUSINESS SYSTEM for ALL business owners is an essential NEXT STEP...



DANKE!  
THANK YOU!  
MERCI!  
GRAZIE!  
GRACIAS!  
DANK JE WEL!

THE MARCHANT DALLAS COMPANY

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