

Herb Doman's Speech:

Competition:

Don't criticize them: They are just what we would be under similar circumstances... "Demanding immediate action." When a man's fight begins within himself he is worth something. "Don't complain about the snow on the neighbors roof," said H.S.D. "When your own doorstep is unclean." Any fool can criticize, condemn, and complain---and most fools do. But it takes character and self control to be understanding and forgiving. Did you ever stop to think there is only one way to get anybody to do anything--- and that is by making the other person want to do it. Remember, there is no other way. Of course, you can make a man want to give you his watch by sticking a revolver in his ribs. You can make an employee give you co-operation until your back is turned--- by threatening to fire him but these crude methods have sharply undesirable repercussions---Remember the deepest urge in human nature is "the desire to be important." Tell me how you get your feeling of importance, and I will tell you what you are. The only one significant difference between one man to another, is how they got their feeling of importance and history sparkles with amusing escapades of famous people struggling for a feeling of importance.

The secrets of my success---Handle, men---I consider my ability to arouse enthusiasm among the men, the greatest asset I possess, and the way to develop the best that is in a man, is by appreciation and encouragement. "I believe in giving a man incentive to work."

I go fishing at Cowichan Bay. Personally I am very fond of strawberries; but I find that for some strange reason fish prefer worms. So when I go fishing, I don't think about what I want, I think about what they want. I don't bait the hook with strawberries---Why not use the same common sense when fishing for help or people? How I managed to be a success in business was if it was to be attributed to any one thing, it was probably to the fact that I had learned it was necessary to bait the hook to suit the fish!

Again:

Manager is responsible and accountable on everything that goes on.

1. He is the authority on the scene.
2. Think in terms of Company (Doman's)
3. Brand New Look in Marketing---Must come.
4. Maintain High Standards.
5. Study competition and study to better competition.

Remember Fellows:

6. Just because we have been successful does not mean that we are going to stay successful.
7. Be sure that what ever program you launch:
 - Has an objective, clearly defined.
 - Enough research has been done.
8. What you did yesterday is good. (But remember not good enough---and you have to do better!)
9. Max mileage out of ads.
10. Brain storming sessions within your group.
11. Don't wait for business to come to you.

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H.S.D.