

The Power of Consistency

by Joe Calloway

There's a commercial showing on NFL football games right now that says, "Amateurs work until they get it right. Professionals work until they can't get it wrong."

You can count on me. You can believe in me. If I say I'll do something, I'll do it. Put it in the bank. Bet the farm on it. It doesn't matter whether or not I'm in a good mood, have a headache, forgot to pick up my clothes from the cleaners, had a fight with my daughter, lost my keys, or didn't sleep last night. If I said I'll do it, then I'll do it.

What's more, I'll do it every time.

If you can say all of that, and back it up, that's not bragging. That's delivering the goods. That's the gold standard. If you consistently do what you say you'll do over a long period of time, the world will beat a path to your door. Nothing demonstrates the essence of showing off, in the most positive sense of the phrase, than rock solid consistency.

Consistency of performance is the single most powerful builder of customer enthusiasm and loyalty. Inconsistency of performance is the single greatest business killer. The reason that Coke is the preeminent world brand is because when I open their can or bottle, I know exactly what's going to be inside. Can the same be said for your organization? Is consistency of performance the norm across all departments and does it include all people? If so, you've built something compelling. If not, you've got work to do.

We love people who do what they say they will do. Consistency is the foundation of success. Consistency is the business builder. Consistency is the definition of integrity. Be dependable. Be one less thing to worry about. It doesn't get much better than that.