



Passion Innovation Belief



What do **Vince Lombardi**, the legendary Green Bay Packers football coach, and **Jan Carlson**, the head of Scandinavian Airline systems, have in common? **They were innovative passionate believers in creating new levels of performance.** Vince Lombardi created "**Lombardi Time**". He required all his players **to set their watches 15 minutes fast** so that they would be 15 minutes **ahead of the rest of the world.**

Jan Carlson revolutionized the way Scandinavian Airlines did business by creating a business philosophy around the "**Moments of Truth**". He said "**anytime a customer**

business philosophy around the **Moments of Truth**. He said, "anytime a customer comes into contact with any part of your business, however remote, it is an opportunity to form an impression". You can [click here](#) to read an article from our Library about Jan Carlson and the Moments of Truth. He also refers to "Moments of Magic".

Vince Lombardi, in one of his many speeches, once made an observation about winning as it relates to the sales profession. **"Unless a man believes in himself and makes a total commitment to his career and puts everything he has into it-his mind, his body and his heart-what is life worth to him? If I were a salesman, I would make this commitment to my company, to the product and most of all, to myself."**

He also had some fabulously inspiring one-liners.

- **"If you aren't fired with enthusiasm, you'll be fired with enthusiasm"!**
- **"You never win a game unless you beat the guy in front of you. The scoreboard doesn't mean a thing. That's for the fans."**
- **"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavour."**

As TISI members we are all committed to excellence in our chosen field of endeavour and so that we stay ahead of the rest of the field let's get to the starting grid 10 minutes before the rest of the field!

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