



Bridgeway to Success™

September 2011

**WE LOVE PEOPLE
WHO SO OPENLY
LOVE WHAT THEY
DO.**

My Favorite Waiter of All Time

The next time you're in Cleveland you *must* dine at Mallorca. Not because of the delectable Spanish-and-Portuguese-inspired cuisine. No, you must dine at Mallorca because of Enrique.

Tall and lean with Mediterranean features, Enrique the waiter has an unparalleled passion for his profession. My first time at Mallorca he asked me about my appetizer, which was conversation-stopping good. "That was really tasty," I exclaimed. He slowly leaned forward, a fire building inside, and restraining his intensity said, "The best ... is yet ... to come!" Then he was gone. I was hooked. And he was right.

A few years later I returned, unsure of what I might experience, yet wanting to hope. And then, as he started describing the specials, it happened. I could see the fire building again. "Tonight ... the baby ... goat! You know, the leetle ones, they don't get away so easy!" He continued, the shackles on his intensity falling away. "We have seared ... tuna! And wonderful salmon stuffed ... with shrimp!" Finally, it overtook him. "Give me those!" he cried out, stretching for our menus. "You don't need them! Tonight ... I am the menu!" And that was that.

All of us love to be around people who so openly love what they do. What would happen if your organization had 50 Enrique's? Find the people who love to do what you need them to do. And your customers will tell the stories again and again and again.

Michael Canic