

Outlook

Take Action

Most of you know that I cut my teeth in the interconnect industry as a field sales rep, a role I look back on fondly for the solid foundation it provided me for my longer-term work at Glenair. There is of course no better way to understand your customers than substantive, daily interaction. And let me tell you, the field sales rep is the tip of the spear when it comes to Glenair's outreach and interaction with the folks who buy and use our products.

Working directly with customers is all about getting stuff done; and job one is doing your utmost to understand exactly what the customer needs, and getting to work on it right away. We have a guiding principle that speaks directly to this idea, which is, simply, *Take Action*—a kind of a wrap-up to the other principles on the Glenair list as well as an exhortation to get out there and solve problems and drive solutions. I have a colleague who likes to say that, "a good idea by itself is worthless. But a good idea put into action can be worth a fortune." Another way to say this is "knowledge of an effective approach only has value when that knowledge is put to good use."

And that's exactly why we illustrate this guiding principle with Rosie the Riveter. What a perfect image to remind us all how big an impact we can each have by stepping up to the big jobs and hammering away at them until they are done.

I'd like to repeat something to the team here at Glenair that I believe I have stated before in this column. And that is that the doors to upper management are always open at Glenair if you are ever in doubt as to what action to take in any particular situation. Unlike many organizations, there is no "Chief of Staff" guarding access to our most senior people (and potentially keeping that "worthless" good idea from becoming a "fortune"). We are sincere about this. Our goal is a nice flat organization in which we all work together as a team, and truly feel empowered to take action to solve problems on behalf of our customers.

By the way, isn't this issue of *QwikConnect* a keeper? What a fabulous compendium of useful reference information for all of us that call the interconnect industry our home. Thanks to everyone who contributed.

Chris Toomey



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